

# Southern HARDWARE

*big boost for Christmas sales*

## IRWIN EXTRA PROFIT SPECIAL

**make 50% Profit  
on a modest  
\$26.21 Investment**

**Here's what you get!**

**Free Counter Display**

**Free Gift Box .....**

**Free Handout Folders**

**4 Fast-Selling 62T Borchest Sets**

**Stock No. 4-S**

AAM — 6-Bit Set, Retail Price....\$7.00

BBM — 6-Bit Set, Retail Price....\$7.30

AM — 10-Bit Set, Retail Price....\$10.80

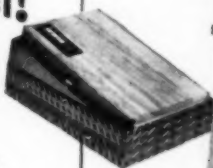
DM — 13-Bit Set, Retail Price....\$14.20

**Total Retail Sales . . \$39.30**

**Total Dealer Cost . . . 26.21**

**You Make ..... \$13.09**

Note: Sets also available from open stock as required



**Order profit special No. 4-S today**

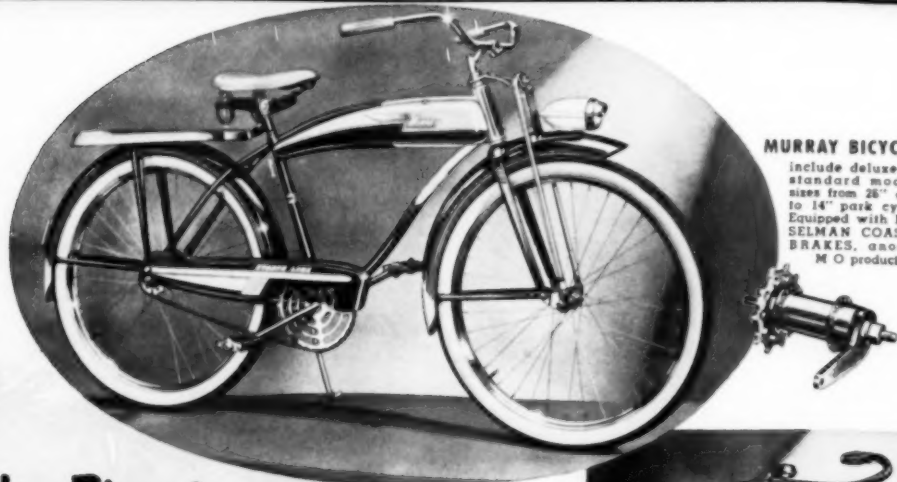
Irwin brings you a Profit Special that's sure to increase unit sales for you. And it's timed for the Christmas season when gift purchases of tools are at their profitable best.

But you can increase unit sales with this Irwin Profit Special the full year through. Here's why: (1) It carries a constant appeal for the customer looking for a useful and lasting gift. (2) It directs a sales-packed punch to the home workshop market which is growing by leaps and bounds.

And it's yours for a modest \$26.21 investment in America's best selling wood boring tools — with a neat 50% plus profit for you! Your Irwin hardware jobber is waiting to fill your order. So call him for extra profits soon.

The Irwin Auger Bit Company, Wilmington, Ohio, USA





#### MURRAY BICYCLES

include deluxe and standard models; sizes from 26" down to 14" park cycles. Equipped with MUSELMAN COASTER BRAKES, another M O product.

## Sell the Finest... Sell MURRAY OHIO!

### MURRAY Baby Walkers, Wheel Goods, Bicycles

In these days of shortages, it is still mighty satisfying to build lasting customer good will by offering merchandise of unexcelled quality . . . For over a quarter of a century, the Murray line has been recognized as outstanding in value . . . Murray Ohio craftsmanship is being fully maintained in spite of current material restrictions beyond our control . . . We treat both large and small buyers alike by fairly allocating our production . . . Today, with its tremendous consumer acceptance, the Murray line represents the greatest sales opportunity in the wheel goods and bicycle fields.



### MURRAY WHEEL GOODS

include juvenile autos, fire trucks, station wagons, tractors, velocipedes, and chain-driven tricycles. Modern ball-bearing construction.



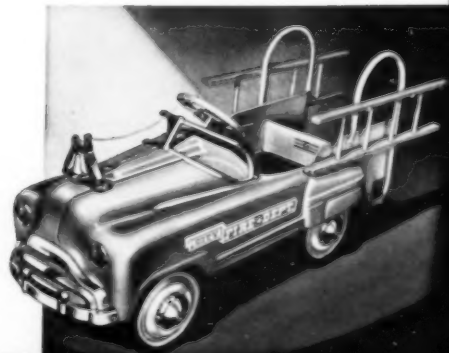
NEW in '52

### MURRAY GO-ROUND

is America's finest baby walker stroller. Nationally advertised to millions of new mothers.



NEW in '52—  
FOLDING HANDLE



Symbol of Quality



THE MURRAY OHIO MFG. CO. • CLEVELAND 10, OHIO





## Farms are known by their **FENCES**



Advertisements like these, appearing regularly in regional farm papers, catch fence buyers' attention.

The old adage still rings true. Trim, tight fences—like plump hogs and fat cattle—are roadside signs of a healthy, well-managed farm.

One glance at Bethlehem Fence—on the farm or in your store—shows why smart farmers are buying it. Inspect the tried-and-proved hinge joints. Test the strength of the tough steel wires. Examine the smooth, vise-tight zinc coating that fights off rust!

Here's another reason for selling Bethlehem Fence. Your customers know the Bethlehem emblem. They consider it a promise of superior farm products—the kind that pay off in extra years of durable, dependable service.

Bethlehem Fence is made in all standard styles and sizes. It goes up faster and lasts longer when it's installed on sturdy, easy-to-drive Bethlehem Steel Posts.

Talk over your fence needs with your jobber today. And ask him about the other top-quality steel products shown below.

### BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation



BARBED WIRE



BALE TIES



AUTOMATIC  
BALER WIRE



NAILS AND STAPLES



FENCE POSTS



CLOTHES LINE

# ASSOCIATION GROUP HEALTH and ACCIDENT INSURANCE MAKES RAPID GAINS!

## Popularity Grows as Benefits are Experienced

The average individual accepts without question the need for fire insurance. He wouldn't drive his car without liability insurance. But until recently there was little recognition of the problem of loss of income and medical expenses resulting from accidents or sickness. In the past few years, however, growth of accident and health insurance has been very rapid.

### GROUP PLAN LOWEST IN COST

Group insurance has met the need best of all because it offers more in benefits for the premium dollar. The cost is usually borne equally between employer and employees. It is felt that if the employee pays at least part of the cost he has a greater sense of responsibility and participation. All members of your firm are eligible regardless of their age and without a physical examination. Thus protection is provided for those who are otherwise uninsurable.

### TRADE ASSOCIATION PLANS

By offering group insurance through trade associations still further economies are realized. Federated Mutual has been a pioneer in this field.

### ADVANTAGES TO THE DEALER

The plans cover the employer and his family just as they do the employee. Dealers report there is a definite connection between peace of mind and profit. The man who is relaxed and worry-free enjoys his work and does it well. Employees feel greater loyalty. Turnover is reduced. Smaller businesses can match many of the big corporations' employee benefits. When there is an unfortunate accident or illness, instead of passing the hat for charity, most of the financial burden is met with insurance.

If you are not already a member of such a plan, whether it be one of Federated's or not we urge that you give serious consideration to its benefits!



Representatives of Federated Mutual and John Hancock Company present checks for \$325 and \$3,000 to the widow of a dealer who participated in the Iowa Farm Equipment Association group health and accident insurance plan.

### CLAIMS PAID PROMPTLY— NO RED TAPE!

"Mrs. Toews and the writer haven't words to express our appreciation for the checks.

The thing that we really appreciated was that there was no red tape to go through as usually is the case, requiring weeks—sometimes months. All we did was to make out the applications and just in a few days we received our checks which were much

more than we expected them to be . . ."

H. H. Toews  
Toews-Mehr  
Implement Co.  
Mankato, Minn.



Questions about Insurance?

## Ask Federated's QUESTION BOX

Q. Do these accident and health plans provide me with an income when I'm laid up?

A. Most Federated Mutual Group plans provide for a weekly income in addition to payment of hospital and surgical costs.

Q. May I go to any doctor or hospital I choose?

A. Yes.

### "ARE YOU FULLY COVERED?"



### Bills For Billious Bill

He felt bad enough and then the bills came bowling in! How about you? Has your trade association a group health and accident plan? If they have it's an opportunity for protection at a very low rate. Don't be caught like billious Bill. Write your association today!

*Federated Mutual*

IMPLEMENT and HARDWARE INSURANCE COMPANY ★ OWATONNA, MINNESOTA



You can put your confidence in-

the



Quality Twines and Cordages

***NEW Item***

**FINE  
INDIA TWINE**



**ORDERS OF \$50.00 OR MORE, FREIGHT PREPAID.** Orders of less than \$20.00 f.o.b. Mill, Lawndale, N. C. or Marietta, Minnesota. Orders of \$20.00 to \$50.00, freight allowed to \$1.00 per cwt. Freight prepaid does not include extra charges incurred outside carrier's regular zone of delivery.

line

SEINE TWINES  
SEINE CORDS  
TROT LINES  
STAGING  
VENETIAN BLIND CORD  
SASH CORDS  
CLOTHES LINES  
MASON LINES  
BUTCHER'S TWINES  
FISHING LINES  
NYLON CASTING LINES  
STARTER ROPE  
JUMP ROPE  
MOP HEADS  
WRAPPING TWINES  
KITCHEN LINES  
EXPRESS TWINES  
CHALK LINES  
KITE CORDS  
PARCEL POST TWINES  
POLISHED INDIA TWINES  
PLASTIC CLOTHES LINES

We are introducing our new line of Polished Fine India Twine after perfecting what we feel to be the best product of its kind on the market.

Because of its

*Reliable* UNIFORMITY

*Smooth Even* POLISH

*Extra High* BREAKING STRENGTH

(Made available in a variety of put-ups)

ART.

577 No. 24 Solid wound balls, 485 ft., 56 lbs. test  
578 No. 36 Solid wound balls, 323 ft., 85 lbs. test  
566 No. 24 Cored balls . . . 75 ft., 56 lbs. test  
566-B No. 24 Cored balls . . . 150 ft., 56 lbs. test  
567 No. 36 Cored balls . . . 100 ft., 85 lbs. test

(All packed 12 balls to box)

When you display the **MIKE** line—  
*it Sells!*

**Cleveland Mills Company**

ESTABLISHED IN 1873

LAWNDALE, NORTH CAROLINA

Marietta, Minnesota

# R-V-LITE<sup>®</sup> 4 POINT

1. **MOST  
COMPLETE LINE**

**R-V-LITE<sup>®</sup> and  
VIMLITE<sup>®</sup>**

**ALL-PURPOSE  
WINDOW MATERIALS**

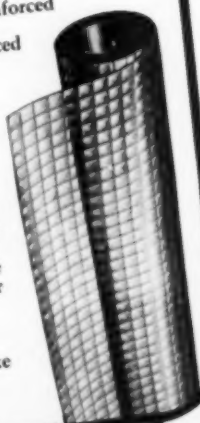
- 100-C 4 x 4 Cotton reinforced
- 200-P 4 x 4 Saran plastic reinforced
- 700-W 4 x 4 Aluminum wire reinforced
- 50-C Economy cotton reinforced

**VIMLITE 300-CW**  
10-mesh galvanized wire reinforced

**VIMLITE 800-CW**  
14-mesh galvanized wire reinforced

**400-T** Wax impregnated fabric  
**V-LITE 15V** All-Purpose  
household material. Clear  
vinyl plastic

**and STORM PANES**  
Clear vinyl plastic and deluxe  
cotton reinforced

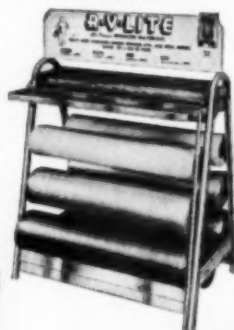


2. **FINEST MERCHANDISING  
FLOOR FIXTURES  
IN THE FIELD!**

**MORE DOLLAR RETURN PER  
SQUARE FOOT OF FLOOR SPACE!**

Complete R-V-LITE  
and STORM PANE  
DEPTS. that

- **DISPLAY**
- **DISPENSE**
- **MAKE IMPULSE  
SALES**



**INDIVIDUAL  
STORM PANE  
CARTON  
FORMS SELF-  
DISPLAY, too  
...stands up  
and sells  
anywhere!**



## You'll agree...You're Always

AVAILABLE THROUGH LEADING WHOLESALERS

# PROFIT-PROGRAM! <sup>\$</sup>

## 3. MOST DIVERSIFIED POINT-OF-PURCHASE DEALER SELLING HELPS

**BIG, FREE DEALER ADVERTISING KIT**  
spotlights your store as HEADQUARTERS FOR  
R-V-LITE and VIMLITE  
Contains NEW, 3-DIMENSIONAL POP-OUTS and  
STAND-OUTS . . . the self-sticking display innova-  
tions that command attention, enhance your store,  
boost sales!

*plus...*

**BIG "DEMONSTRATOR" STORE BANNER**  
VIVID DIE-CUT self-sticking SIGNS for windows,  
doors, counters, shelves

**COLORFUL COUNTER DISPLAYS**

**BIG AD MAT SHEET** of FREE news-  
paper mats available

**CONSUMER FOLDERS** with actual  
sample swatches



## 4. MOST EFFECTIVE CONSUMER ADVERTISING

- IN LEADING NATIONAL MAGAZINES
- ON LOCAL RADIO STATIONS
- IN YOUR STORE

SELLS R-V-LITE utility, versa-  
tility and economy to Mr. and  
Mrs. America

STIMULATES BUYING through  
"ease-of-installation" and  
"fuel-saving" features

KEEPS SALES UP 12 months a  
year



**ARVEY CORPORATION**

Since 1905



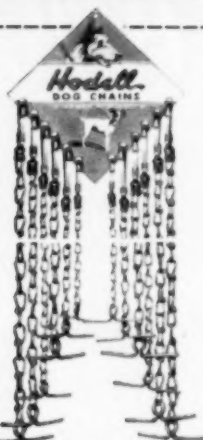
3462 N. KIMBALL AVE., CHICAGO 18, ILL.

# RIGHT with R-V-LITE

IN THE U. S. AND CANADA... ORDER NOW!



# SELL HODELL ...The Chain that Serves the Best!



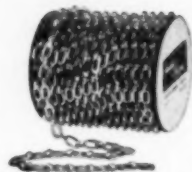
**DOG CHAIN DISPLAY**

Eye-catching 2-color metal display complete with 12 assorted dog chains. Best-liked "Bulldog" pattern, leash or dog chain styles, in a choice of assortments.



**CHAINVENDER**

A complete compact chain department in itself, the Hodell Chainvender takes up less than two square feet of floor space. Choose from eight different assortments of chain to meet your local consumer preference. Dimensions: 54" high, 18" deep, 15" wide.



**COUNTER DISPLAY**

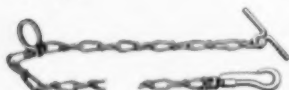
Hodell Household Chain assortment contains four of the most popular sizes of small chain for handy use around the home. Four reels per display, 50 feet each of 16 Single Jack, 2/0 Safety, 18 Register, 7 Bulldog.

## ASK YOUR JOBBER ABOUT FAST-SELLING HODELL CHAINS



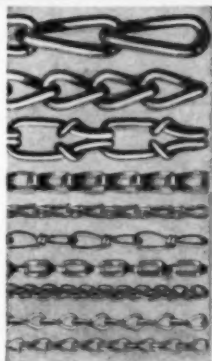
**ANIMAL CHAINS**

Hodell halter and dog chains, leashes, cow ties, tie-outs, kennel and exerciser chains, anti-cow kickers, dog couplers and chain choke collars. In all popular sizes and styles.



**THE "LITTLE DRUMS"**

The four most popular sizes of proof-coil chain, neatly packed in fiber drums. Use them with the Chainvender for attractive display. Drums contain 100 lbs. or 100 ft. continuous lengths of a size,  $\frac{3}{16}$ ,  $\frac{1}{4}$ ,  $\frac{3}{8}$  or  $\frac{1}{2}$  inch.



And, of course . . . famous Hodell Coil Chains in standard hardware packages or on reels.

**HODELL CHAIN COMPANY, Cleveland 3, Ohio**

Division of The National Screw & Mfg. Co.



FASTENERS



HODELL CHAINS



CHESTER HOISTS





**AT YOUR SOUTHERN SERVICE . . .  
TWO BRANCH WAREHOUSES  
IN THE SOUTH**

We recognized in 1940 the growing South by opening a branch warehouse in Atlanta, Georgia. Now we have added another service unit in Hollywood, Florida.

From each of these branches you can have same day or 24-hour service on all sizes, shapes and kinds of metal mouldings, nosings, edgings, etc.

These warehouses have complete stocks of metal mouldings. They are in business to better serve the South. Phone, wire or address your inquiry or order to:

Hollywood, Fla. — 2334-2336 Hollywood Blvd.

Atlanta, Georgia — 363 W. Peachtree N. E.

These branches can also expedite inquiries for industrial and commercial aluminum extrusions.

*In the South  
to Better Serve  
the South*

**SUPERIOR**  
ALUMINUM

**YOUNGSTOWN MANUFACTURING, INC.**  
**66-76 S. Prospect St. • Youngstown 6, Ohio**

ATLANTA, GEORGIA

363 W. PEACHTREE N. E.

HOLLYWOOD, FLORIDA

2334-2336 HOLLYWOOD BLVD.

***"... free as a nation  
and financially independent  
as individuals."***

**OLIVER P. ECHOLS**

Chairman of the Board, Northrop Aircraft, Inc.



*"For nearly every American, systematic saving during productive years is the best means of insuring future security. We at Northrop Aircraft believe in the Payroll Savings Plan. We feel that bond purchases contribute greatly toward keeping us free as a nation and financially independent as individuals."*

In addition to a deep, personal interest in his own company's Payroll Savings Plan, Mr. Echols is Chairman of the Aircraft Industry Committee to build employee participation in the Payroll Savings Plan.

- When Mr. Echols' Committee was formed, 17 major airframe manufacturers and 11 major suppliers, employing 400,000 workers, had a total of 80,000 employees enrolled in the Payroll Savings Plan.
- At Mr. Echols' request all 28 companies agreed to conduct person-to-person canvasses among their employees.
- The first companies to complete their canvasses report a total of more than 70,000 new Payroll Savers bringing the industry total to more than 150,000 participants.
- In the first reports on campaigns, average payroll participation (companies reporting) went from 20% to 32%. Latest indications are that the average participation—all 28 companies—will be well over 50% by the time the canvasses are completed.
- It is estimated that the 70,000 new Payroll Savers already added to the Plan through the co-operation of Mr. Echols and his Committee will purchase more than

15 million dollars worth of Series E Defense Bonds during the next twelve months.

Has every employee of your company been offered an opportunity to enroll in the Payroll Savings Plan? If not, phone, wire or write to Savings Bond Division, U. S. Treasury Department, Suite 700, Washington Building, D. C. Your State Director will help you conduct a person-to-person canvass.

**Typical Companies Reporting Results of  
Person-to-Person Canvasses, Payroll Savings Plan.**

	<b>Before Canvass</b>	<b>After Canvass</b>
Hughes Aircraft	38.7%	85.8%
Continental Motors	10%	70%
Boeing Aircraft	17.8%	55.1%
Rohr Aircraft	1.3%	77.6%
Solar Aircraft	1.8%	60.5%
Bell Aircraft	14%	50%

*The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and*

**SOUTHERN HARDWARE**



SOUTHERN HARDWARE for SEPTEMBER, 1952



*This cut is reprinted from an old PQ booklet  
—and it holds true today. Pennsylvania has  
been making quality mowers since 1877*

★

**More Pennsylvania Mowers  
from New, Modern Factory**

★ ★

**New 1953 Models  
in Power and Hand Mowers**

★ ★ ★

**But No Change in "PQ"  
which means  
Pennsylvania Quality**

• Your PENNSYLVANIA jobbers' salesmen have plenty of good news for you about the 1953 line of power and hand mowers. Thanks to the new, modern factory at Exeter, Pennsylvania, we can now fill the growing demand from all parts of America.

New streamlined models are now in production and popular old favorites have been restyled. Only the PQ remains unchanged—for regardless of price range PENNSYLVANIA makes all its mowers intentionally better. That's why repairmen say PENNSYLVANIA Power and Hand Mowers are easiest to sharpen and seldom need repairs or service. That's also why PENNSYLVANIAS will be easiest to sell again next spring.

Ask your jobber's salesman about PENNSYLVANIA'S great improvements. Order PENNSYLVANIAS early for a banner '53 and feature the quality leaders.



ACCO



**PENNSYLVANIA LAWN MOWER DIVISION**  
**American Chain & Cable Company, Inc.**

Exeter, Pennsylvania • Bridgeport, Connecticut

# WARWOOD

## GARDEN TOOLS



These unique tools were developed in accordance with the advice and suggestions of many expert gardeners, who required something better than the average in garden hoes and mattocks.

They are sufficiently light to prevent fatigue, while retaining the superior hang, balance, rigidity and freedom from torque and bounce, which only forged tools can provide.

The attractively finished heads are packed for shipment in strong cartons, one dozen to the carton.

Nos. DB, BP, and GH are furnished with polished 4 ft. and 4½ ft. ash handles.

Nos. LC and AE are furnished with 36 inch long hickory handles finished in ivory enamel.



**WARWOOD TOOL COMPANY**  
WHEELING, WEST VIRGINIA

WARWOOD WORKMANSHIP  
MAKES THE DIFFERENCE





**for RED-HOT  
SALES and PROFITS!**  
*Hearth Glo* - This Season's  
**Finest Gas Heater Value!**

Get your heating season sales off to a flying start. Feature Hearth Glo, this season's outstanding heater value. Rugged construction, dependable performance, smart, clean styling—and priced to pull customers into your store. For red-hot cold-weather sales, feature Hearth Glo Heaters!

**ORDER NOW**, to be sure of getting all the Hearth Glo Heaters you need.

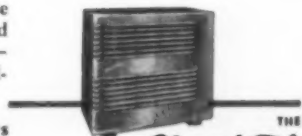
Sold only through Authorized Wholesalers

**JACKES-EVANS MFG. CO. • St. Louis 15, Missouri**

makers of the famous



"ST. LOUIS BLUE" Tempered Steel STOVE PIPE



THE  
*Hearth Glo*  
CIRCULATOR  
... for areas where  
vented heaters  
are required.

# Announcing Swan's New,

## MAXISWIVEL HOSE COUPLING



Large, deep-knurled, solid brass MAXISWIVEL Nut is carefully machined. Easy to grasp and tighten. Cannot bind.

Edges of ferrule are counter sunk flush with hose covering thus preventing tearing or cutting of hands.



Carefully machined threads insure quick, easy attachment to sill cock.

Extra deep washer pocket holds washer permanently in place.

Precision machined ball and socket joint with neoprene seal assures watertight fit, easy swiveling.

Expanded from inside to maximum inside hose diameter assures 50% more water flow!

MAXISWIVEL locking device permanently locks and seals coupling to hose carcass.

### Maxiswivel Coupling Advantages

1. Swivels through a full 360°, thus preventing hose from binding or collapsing at sill cock.
2. Makes screwing coupling to sill cock many times easier.
3. Helps prevent hose from kinking or snarling. Enables hose to lie flat. Prevents sprinkler from tilting.
4. Coupling is expanded from inside to full inside diameter, thus assuring 50% more water flow.
5. An exclusive Swan improvement, available only on SWANITE hose. When customers see it, they'll buy it!

YOU ARE CORDIALLY INVITED TO MAKE SWAN BOOTHS NOS. 207-209 YOUR HEADQUARTERS AT ATLANTIC CITY CONVENTION HALL, OCT. 12 to 16, 1952

# Exclusive and Patented

## and the new improved *Swanite* America's finest Garden Hose!



**Guaranteed  
in Writing  
FOR 10 YEARS**

Superlatives are odious, yet we have no choice but to use them in describing the new Swanite, which is **ABSOLUTELY THE FINEST GARDEN HOSE WE KNOW HOW TO MAKE!**

### Look at *Swanite's* Unique Advantages

1. New type inner tube of low temperature plastics gives super flexibility and protection against scalding hot water. Inside surface of tube is perfectly smooth, assuring full volume, unobstructed water flow!
2. Brute strength is assured with reinforcement of genuine DuPont Cordura rayon cords, imbedded in the tube by a special Swan process which allows plastic cover to adhere perfectly.
3. Beautiful, mirror-smooth pure plastic cover of low temperature plastics **WILL NOT BECOME STIFF WHEN COLD. SOAK SWANITE in ICE WATER FOR HOURS — IT'S STILL SOFT, FLEXIBLE, PLIABLE! SWANITE** is so light, so flexible, a child handles a long coil with ease!
4. SWANITE will not fade, rot, peel, crack, mildew

or sun-check. Resists scuffing, abrasion, kinking and snarling. Lies perfectly flat and stays where you put it.

5. Available in bright red or brilliant green in full  $\frac{1}{2}$  and  $\frac{3}{4}$ -inch inside diameter.

6. HERE AT LAST IS A GARDEN HOSE WHICH GIVES PERFECT SATISFACTION IN ANY CLIMATE, AT ANY TEMPERATURE, UNDER ANY WATER PRESSURE!

Swan's line is most complete — with Swanite, a full line of plastic, and Neoprene-covered rubber garden hose — it's strictly competitive, yet it's the most profitable line in the industry!

**ALL SWAN HOSE IS INDIVIDUALLY  
PACKAGED ON STRONG, COLORFUL  
DISPLAY DISCS FOR EASY DISPLAY.**



**"We all love a winner... and in Swan Hose we know we have a winner,"**

**SAYS  
SOUTHERN HARDWARE CO.  
CHARLOTTE, N. C.**

"Gentlemen:

We have been selling Swan Hose, exclusively, for many, many years and find that due to Swan's alertness throughout their entire program, Swan Hose has become increasingly popular with our customers each year.

Especially would I like to call attention to Swan's most attractive and effective Display material. This is further evidence of their sound and modern merchandising ideas incorporated into their over-all program.

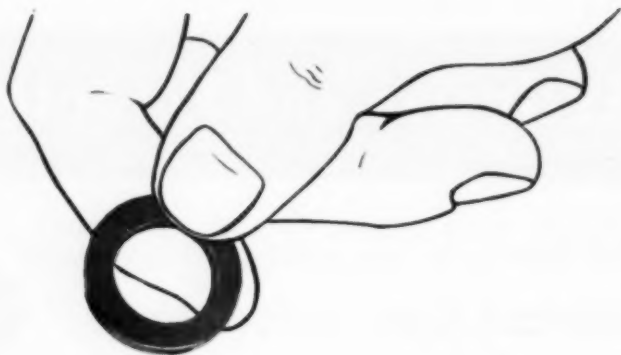
We all love a winner, and with The Swan Company it is a pleasure to be associated, for in Swan Hose we know we have a winner. Yes, we are very much pleased by the way in which Swan Hose has lived up to its Name and reputation with our customers — for after all, it is imperative that we handle the products which please our customers, and give them complete satisfaction. Swan Hose does just that.



**SWAN RUBBER COMPANY • BUCYRUS, OHIO**



*World's Largest Manufacturer of Garden Hose*



**THIS COULD BE YOUR MOST  
IMPORTANT SALE**  
**for continued customer satisfaction**

*A tiny item — but it can be one of your most important!*  
A fellow gets pretty mad at the annoyance caused by  
plumbing rubber products that don't stand up! That's why  
you need the assurance of Lavelle quality —  
quality that wins friends, brings back satisfied customers  
every time! Talk Lavelle to your jobber for  
your complete plumbing rubber department.

OUR 40<sup>th</sup> YEAR IN SERVING YOU

# LAVELLE

Tank Balls • Faucet Washers • Force Cups • Hose Washers • Basin Stoppers • Repair Assortments •

**MADE RIGHT! • PRICED RIGHT! • PACKAGED RIGHT!**



**NO. 424 FIT ONE - FIT ALL  
TANK BALL**

Today, or any day — the best you can  
offer your customers! Handsomely  
styled carton features 12 individually  
packaged pieces. Tough, black natural  
rubber compound — with tapered seat,  
reinforced top.



**NO. 36 LUCKY STRIKE  
FAUCET WASHER ASSORTMENT**

Proved profit-builder! Colorful, self-  
merchandiser includes 36 individual  
packages. Each package contains 8  
genuine Lavelle bevelled washers in  
all popular sizes with brass screws.



**NO. 2 1/2 ASBESTOS  
VALVE STEM PACKING**

A real seller. Universally used in  
homes, apartments, institutions,  
farms, garages, etc. Colorful unit  
contains 25 cellophane envelopes —  
each with 2 1/2 feet of top quality  
heat-resisting asbestos graphited  
packing.



**NO. 51 GARDEN  
HOSE WASHERS**

Now your customers can buy 'em '8  
to the clip! Colorful carton holds 48  
handy clips — 8 washers to each clip.  
Bigger profits, faster turnover for you.

**LAVELLE RUBBER COMPANY • 426 NORTH WOOD STREET • CHICAGO, ILLINOIS**

## NEW COMPANY-OWNED PAINT STORE TO OPEN TODAY!

To make paint and paint information readily available to customers in this area, a brand new company-owned paint store will be opened this afternoon according to



Fortunately, when you sign up as an exclusive BPS Dealer, you can forget all about company-owned store competition... about direct selling, price cutting and all the other paint bugaboos that keep you from getting your full share! Under the terms of a far-sighted company policy that's been in effect more than sixty years, every BPS Dealer is guaranteed protected territory and protected profits!

But even more than that, this company policy means top-quality paints for every need... every situation—paints in tune with the times. With Flatlux, the heartily accepted, one coat flat wall paint, on your shelves, you'll sell more... make more than ever before. Decide now to break the bonds that tie-down your profit potential, and sign up with BPS... Best Paint Sold for Bigger Paint Sales!



No other line offers  
such a complete  
overall paint selling  
program!  
JOIN UP NOW

*Write Today*

The Patterson-Sargent Company  
1325 East 38th Street  
Cleveland 14, Ohio

Please send me full facts concerning your exclusive  
territory BPS Franchise:

Name

Title

Address

City  State





**Voted Tops  
in Consumer  
Appeal and  
SALES RESULTS!**

**Lowe Brothers  
Stylist Color System**

Lowe Brothers new Stylist Paint Colors have enjoyed immediate and overwhelming consumer acceptance—and dealers everywhere are enjoying the results, in the form of faster, easier paint sales and profits!



The Stylist Color System helps you sell *much more* paint with *much less* sales effort. It allows you to offer a broad choice of modern, *wanted* colors (either flat or semi-gloss) without all the usual problems. No mixing for you to do—no extra charges—no complicated inventory to worry about!

Lowe Brothers ingenious Stylist Color Planner permits you to offer customer-winning *personalized* service—makes every clerk an authority on colors! Moreover, many

dealers report that the Stylist Color System is bringing in new commercial, maintenance and architectural business which they've never realized before!

In short, Lowe Brothers Stylist Color System has *everything*—simplicity, completeness, universal appeal! It is building a record of fantastic sales results—and the band wagon is still rolling! Want to climb aboard? *Write today for complete agency particulars!*

The Lowe Brothers Company • Dayton 2, Ohio

**Lowe Brothers PAINTS ★ VARNISHES**

# This big, new promotion program

You **save** money three ways  
when the wood fence posts you buy  
are pressure-cresoted  
with **U-S-S CREOSOTE OIL!**

● As you know, Creosote Oil is the best wood preservative. So, when your posts are pressure-cresoted — with Creosote Oil forced deep into the wood — you can be sure you're getting the finest protection. Actually, pressure-cresoted posts last up to seven times as long as untreated posts, depending upon the type of wood.

Here's what this means in dollars and cents savings to you.

## 1 YOU SAVE ON REPLACEMENTS

Instead of having to replace untreated posts as many as 6 times, you can do the same job with only one pressure-cresoted post. Just do a little figuring and you'll see how much pressure-cresoting can save you on the costs of posts alone.

## 2 YOU SAVE ON LABOR

Resetting fence posts is a time-consuming job. With the scarcity of good farm labor, every post replacement you avoid means time saved for productive jobs. And there's an initial labor saving when you use pressure-cresoted posts because they are straight and smooth — easy to set — easy to staple.

## 3 YOU SAVE ON FENCE, TOO

A short fence usually results in needless damage to the wire, much of which you may have to discard when the fence is repaired. When this happens every few years, you're paying for your fence over and over again. That's another reason it's so important that you use pressure-cresoted posts.

### Why pressure-cresoted posts last so long

A pressure-cresoted post is an engineered product. Modern machinery used in pressure-cresoting plants forces the proper amount of Creosote Oil deep into the wood. From surface to heartwood, attack by such wood destroyers as termites, fungi and dry rot is prevented by Creosote Oil.

Many pressure-cresoting plants treat their posts with U.S.S. Creosote Oil, produced by United States Steel as a part of its steel-making operations. You've used many products of United States Steel, so you know that when posts are pressure-cresoted with U.S.S. Creosote Oil, a quality product has been used.

You can get pressure-cresoted posts from your local pressure-cresoting plant and possibly your fence dealer or lumberyard. If your local dealer does not have these or doesn't right now, he can get them for you. If you would like to know the name of your nearest supplier who has like to know the name of your nearest supplier who has posts pressure-cresoted with Creosote Oil, send in the coupon below. There is no obligation, of course.

UNITED STATES STEEL COMPANY  
525 William Penn Place • Pittsburgh 30, Pa.

builds profits for you  
in fence posts  
pressure-cresoted with  
**U-S-S CREOSOTE OIL**

THIS month more than 1,250,000 farmers in the South will begin seeing advertisements like this that bring home to them the economies of pressure-cresoted fence posts. Your rural customers probably will be among them.

These advertisements tell farmers about the savings they can realize by buying these long-lasting posts. They direct farmers to hardware stores, lumberyards and farm suppliers who maintain a stock of pressure-cresoted posts. If you haven't handled this item, you can start getting your share of this profitable business by sending in the card below.

Millions of wood fence posts are used every season and this extensive promotion program will increase the number of pressure-cresoted posts sold through outlets like yours. If you stock them, you'll have a real profit-maker.

United States Steel does no wood preserving. It furnishes high-quality U-S-S Creosote Oil to independent pressure-treating plants who can supply you with pressure-cresoted posts. We'll be glad to put you in touch with treating plants in your vicinity; just mail the card below. United States Steel Company, 525 William Penn Place, Pittsburgh 30, Pa.

START SAVING NOW!

MAIL THE  
COUPON  
TODAY!

MAIL THIS CARD TODAY—NO STAMP NEEDED!

Agricultural Extension Service  
United States Steel Company  
Room 2804-W, 525 William Penn  
Pittsburgh 30, Pa.

I would like to have more  
posts of my nearest supplier.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_  
I would like more on \_\_\_\_\_

United States Steel Company  
Room 2804-W, 525 William Penn Place  
Pittsburgh 30, Pa.

I am interested in more information on pressure-cresoted fence posts. Please put me in touch with wood preservers who serve my area. No obligation, of course.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_





**Voted Tops  
in Consumer  
Appeal and  
SALES RESULTS!**



Lowe Brothers new Stylist Paint Colors have enjoyed immediate and overwhelming consumer acceptance—and dealers everywhere are enjoying the results, in the form of faster, easier paint sales and profits!



The Stylist Color System helps you sell *much more* paint with *much less* sales effort. It allows you to offer a broad choice of modern, *wanted* colors (either flat or semi-gloss) without all the usual problems. No mixing for you to do—no extra charges—no complicated inventory to worry about!

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## 2 YOU SAVE ON LABOR

Re-setting fence posts is a time-consuming job. With the security of good fence labor, every post replacement you avoid means time saved for production jobs. And there's an initial labor saving when you use pressure-creosoted posts because they are straight and smooth — easy to set — easy to staple.

## 3 YOU SAVE ON FENCE, TOO

A down fence usually results in needless damage to the wire, much of which you may have to discard when the fence is repaired. When this happens every few years, you're paying for your fence over and over again. That's another reason it's an important fact that you use pressure-creosoted posts.



## Why pressure-creosoted posts last so long

A pressure-creosoted post is an engineered product. Modern machinery used in pressure-treating plants forces the greater amount of Creosote Oil deep into the wood. From surface to heartwood, attack by such wood destroyers as termites, fungi and dry rot is prevented by Creosote Oil.

Many pressure-creosoting plants treat their posts as U-S-S Creosote Oil, produced by United States Steel as a part of its steel-making operations. You've used many products of United States Steel, so you know that when posts are pressure-creosoted with U-S-S Creosote Oil, a quality product has been used.

You can get pressure-creosoted posts from your local pressure-treating plant and possibly your fence dealer or lumberyard. If your local dealer does not have them in stock right now, he can get them for you. If you would like to know the name of your nearest supplier who has posts pressure-creosoted with Creosote Oil, send in the coupon below. There is no obligation, of course.

UNITED STATES STEEL COMPANY  
525 William Penn Place — Pittsburgh 30, Pa.

builds profits for you  
in fence posts  
pressure-creosoted with  
**U-S-S CREOSOTE OIL**

**T**HIS month more than 1,250,000 farmers in the South will begin seeing advertisements like this that bring home to them the economies of pressure-creosoted fence posts. Your rural customers probably will be among them.

These advertisements tell farmers about the savings they can realize by buying these long-lasting posts. They direct farmers to hardware stores, lumberyards and farm suppliers who maintain a stock of pressure-creosoted posts. If you haven't handled this item, you can start getting your share of this profitable business by sending in the card below.

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START SAVING NOW!

MAIL THE  
COUPON  
TODAY!



Agricultural Extension Worker  
United States Steel Company  
Room 2804-W, 525 William Penn Place  
Pittsburgh 30, Pa.  
I would like to know more about  
some of my nearest suppliers.  
Name.....  
Address.....  
County.....  
I would like prompt service.

STATES

**MAIL THIS CARD TODAY—NO STAMP NEEDED!**

United States Steel Company  
Room 2804-W, 525 William Penn Place  
Pittsburgh 30, Pa.

I am interested in more information on pressure-creosoted fence posts. Please put me in touch with wood preservers who serve my area. No obligation, of course.

Name.....

Address.....

City.....

State.....



**Don't pass up this opportunity  
to build profits in  
PRESSURE-CREOSOTED  
FENCE POSTS**

*Return this card  
today!*

FIRST CLASS

Permit No. 3117  
(SEC. 34.9 P.L. & R.)  
Pittsburgh, Pa.

**BUSINESS REPLY CARD**

No Postage Stamp Necessary if Mailed in the United States

— POSTAGE WILL BE PAID BY —

**UNITED STATES STEEL**

**Room 2804-W, 525 William Penn Place  
Pittsburgh 30, Pennsylvania**



**SHE CALLS IT  
MY "HANDY PAIL"**



**YOU'LL CALL  
IT A  
RED HOT  
MONEY MAKER**



My "handy pail"  
sells on sight because

IT'S OVAL to fit  
cellulose sponge mops.

Also, easy to fill,  
pour and carry!

IT'S BALANCED  
to stand securely  
on steps, sills and  
ladder platforms!

IT'S HOT DIPPED  
AND HAND DIPPED  
for extra durability!

*Here's the neatest package of pure sales appeal  
that ever crossed a counter!*

Its eye-catching, practical oval shape . . . the quality look  
of its gleaming, heavy galvanized finish . . . its colorful,  
hard-selling label—ALL team up to make *My Handy Pail*  
a sell-on-sight item you can't afford to be without.

Stop traffic and build volume with *My Handy Pail*, a  
stand out in the outstanding De Luxe Metalwear Line.

**Order from your jobber today!**

SCHLUETER MFG. CO. • St. Louis 7, Mo.



## There is a Difference... **MAJESTIC Rotomatic LAWN MOWER**

**GETS 'EM ALL . . . Tall Grass, Weeds, Everything!**



**17-INCH  
GASOLINE  
Model GSR-17-RW**

17, 19 and 22 inch Gasoline models available, with or without Rewind Starters. Also, 16 inch Electric model with 1725 RPM motor, and 18 inch Electric model with 3450 RPM motor.

Majestic Rotomatic lawn mowers, regardless of their size, are unexcelled for the maintenance of beautiful lawns. They cut crab grass, mouse ear, chickweed, buckhorn, thyme-leaved, speedwell, broad-leaved plantain, and other growths that ordinary mowers will not cut. Only Majestic Rotomatic mowers do the complete job . . . give outstanding performance under all cutting conditions . . . spring, summer or fall . . . lawn or weeds. Sell the best, sell Majestic Rotomatic.

**DON'T MISS SEEING OUR NEW 1953 MODELS . . . THEY'RE REALLY NEW  
... THEY'RE OUTSTANDING . . . THEY'RE FULL OF NEW FEATURES  
... THEY'RE PRICED RIGHT . . . WE'LL LOOK  
FOR YOU AT THE—**

Manufactured by

**MONARK**

SILVER KING, INC.



**NATIONAL HARDWARE SHOW  
BOOTHS 422 to 427**

Grand Central Palace • October 6 to 10


**6501 W. Grand Ave., Chicago 35, Ill.**

# "bone-dry"

## HUNTING CLOTHING

**BUILDS STORE TRAFFIC...**

**MAKES MORE MONEY**



This is a  
**GENUINE  
RED HEAD**  
PRODUCT

It's no secret that RED HEAD hunting clothing is used by almost all of the best dealers in the country to draw traffic into their stores. What some dealers do not realize is that the RED HEAD line is such a terrific profit-maker. Once those customers come into the store, the RED HEAD duck drives home sale after sale. The quality and construction plus the famed RED HEAD reputation for making field tested favorites builds up the prestige of the retailer. Your best way to cash in on this obvious popularity is to display RED HEAD products prominently in your windows and in the store. Keep fully stocked in all sizes... remember too that at least one of the RED HEAD "193 ways to make a profit" can mean that extra sale that will continually boost your profits to new highs!



"Bone-dry" HUNTING COAT



"Bone-dry" Hat-cap



"Bone-dry" Trousers



**RED HEAD BRAND COMPANY**

4300 West Belmont Avenue, Chicago 41, Illinois

# Here it is! Your 1952 Millers Falls

## Christmas Promotion



### 17 Popular Tools in Beautiful Christmas Covers



No. 14  
JACK PLANE  
\$8.30 List



No. 9  
SMOOTH PLANE  
\$7.60 List



No. 75  
BLOCK PLANE  
\$2.70 List



No. 8504  
SCREW DRIVER SET  
\$2.80 List



No. 1930  
BIT BRACE  
\$4.80 List



No. 725  
NEST OF SAWS  
\$2.95 List



No. 77 A  
HAND DRILL  
\$3.30 List



No. 3120  
BUFFING AND  
SANDING ATTACHMENT  
\$8.45 List

#### NATIONALLY ADVERTISED TO MILLIONS

in the Saturday Evening Post  
Country Gentleman  
Popular Mechanics  
Popular Science Monthly

#### NO FORCED COMBINATIONS OR DEALS

You make your own selection of the  
tools you want to feature

#### PLENTY OF SALES HELPS FOR YOU

Display Streamers  
Newspaper Mats  
Consumer Folders



*The Mark of Superiority*

*See Next Page*

*For Further Details*

*Prices slightly higher  
in the West*



No. 300  
HACK SAW FRAME  
\$3.80 List



No. 29X  
AUTOMATIC SCREW DRIVER  
WITH ATTACHMENTS  
\$3.80 List



No. 590  
TORPEDO LEVEL  
\$1.80 List



No. 100  
AUTOMATIC DRILL  
\$4.00 List

No. 966  
SANDER-POLISHER  
\$37.50 List



No. 43  
COPING SAW  
\$1.20 List



No. 1200  
COMBINATION SQUARE  
\$2.00 List



No. 18  
SWIVEL VISE  
\$4.20 List



No. 106  
CARVING TOOL SET  
\$4.60 List

Prices slightly higher  
in the West

## Free Selling Aids to help make Your Store a Christmas Shopping Center



### CHRISTMAS STREAMERS

They're big — 34" x 11". They're colorful — brilliantly lithographed in red, green and black on shining Krome-kon stock. They're eye-catchers for your store or window displays. Specify number wanted.

### CHRISTMAS FOLDERS

Pile them up as counter pickups before and during the holiday season. Send them out with bills in November and December. They'll make lots of extra sales for you. Order as many as you want.



### CHRISTMAS AD MATS

One, two and three column sizes for your local newspaper advertising. Run them separately or as part of your regular newspaper ads. They'll attract Christmas shoppers to your store—build profitable store traffic during the holiday season.

### CHRISTMAS COVERS

Striking, 3-color Pointsettia design with matching labels slip over standard boxes and labeling, precluding carrying over any unreasonable packaging.



**MILLERS FALLS  
TOOLS**

SINCE  
1868

*The Mark of Superiority*

Millers Falls Company, Greenfield, Massachusetts



# CONSISTENT NATIONAL ADVERTISING

is telling your customers about the  
**HIGH QUALITY... REASONABLE PRICE**  
*of the entire*



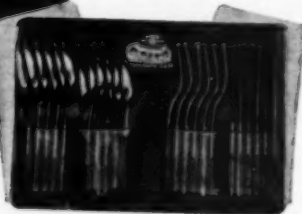
*line!*

Boker Tree Brand Cutlery is popular... it's reasonably priced... it moves fast. Every item in the line is made of the finest cutlery steel. Each number is designed with your customer in mind. Good to look at... good to use... it means solid customer satisfaction. It will help build up your reputation for smart buying.

An attractive, hard-hitting *Saturday Evening Post* advertising program is telling your customers about the fine quality and reasonable prices of the entire BOKER Tree Brand line.

#### RANCHERO SET

An example of Boker Tree Brand advance in packaging and design for cutlery. Handy vinyl plastic zipper-closure carrying case. Moving fast everywhere. A marvelous gift item. Of course we have BOKER Tree Brand table cutlery in popular black and other styles of packaging.



#### POCKET KNIVES

Famous everywhere for fine steel and fine looks. The expert's choice. Hundreds of patterns to choose from.



#### DRESSMAKER SHEARS

And every other type scissors and shears... including Pinking Shears - quality all the way - priced to sell at a good profit.



**H. BOKER & CO., INC.**

ESTABLISHED 1827

NEW YORK 7

NEW YORK



See the line that makes the profits  
at booth 59 NAT'L HARDWARE SHOW  
YOU'LL SEE WHY YOU SHOULD STOCK  
BOKER TREE BRAND CUTLERY

# "T-C-I presents..."

## Popular Radio Salesmen Help You Sell U-S-S Steel Products



**GRADY COLE** has achieved national prominence since he joined WBT in 1930. Both city and country folk listen to "Mr. Dixie" but it is the farmers who hold first place in Grady Cole's regard. His activities in their behalf have won him many awards. He has been selling American Fence and Tennesseal Roofing on the air for more than 12 years.



**ED BROWN** is WJZZ's specialist in farm news and agricultural affairs. He takes an active interest in the 4-H and F.F.A. programs in his listening area, and makes hundreds of friendly, personal contacts through his broadcasts at auctions, fairs and other special agricultural events.

### T. C. I. News Round-up may be heard on these stations

WSM	Nashville
12:00 Noon	M. W. F.
WSB	Atlanta
12:30 P.M.	M. W. F.
WBT	Charlotte
12:15 P.M.	M. W. F.
WMC	Memphis
12:40 Noon	T. Th.
WWL	New Orleans
6:50 A.M.	M. thru F.
WBAP	Dallas-Ft. Worth
6:30 A.M.	W. F.
WOAI	San Antonio
12:15 P.M.	M. W. F.
KTRH	Shreveport
12:30 P.M.	M. thru F.
KTRH	Houston
6:15 A.M.	F.
WJZZ	Montgomery
6:15 A.M.	M. thru F.



**GEORGE ROESNER** is radio farm director for KTRH. He has been a teacher of vocational agriculture, and now uses his own farm as a testing ground for modern farming methods. He has always been active in local agricultural programs, and currently takes a prominent part in the work of civic, business and professional associations.

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL COMPANY, GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

**U-S-S AMERICAN FENCE**  
**U-S-S TENNESEAL V-Drain ROOFING**

**UNITED STATES STEEL**



# Build Business and Profits



More and more dealers are cashing in on the sales opportunities offered by Ruberoid Roll Roofing. They know that when they sell Ruberoid, they are selling a product that will build both their present profits and their future business. Ruberoid's customer-satisfying quality and time-tested performance can mean greater sales for you, too.

In 1892, The Ruberoid Co. produced the first roll of ready-to-lay asphalt roofing ever made. Now, nearly 60 years later, genuine Ruberoid Roll Roofing still leads the field. The original is *still* the best! For free literature, write The Ruberoid Co., 500 Fifth Avenue, New York 36 N. Y., or your nearest sales office in Baltimore, Md., Dallas, Texas, or Mobile, Ala.

## Stock these "best-sellers" for profits:

**Color-Grained Asbestos-Cement Siding** ... decorator-designed duo-tone colors, straight-grain "shake" texture, fireproof, rot-proof, weatherproof. A revolutionary concept of side-wall treatment.

**Dubl-Coverage Tite-On Shingles** ... the "hurricane-proof" shingle with the beautiful basket-weave pattern.

**Stonewall Asbestos-Cement Board** ... the building material of 1001 uses. Rigid, fire-proof, rot-proof, almost indestructible, yet so easy to "work."

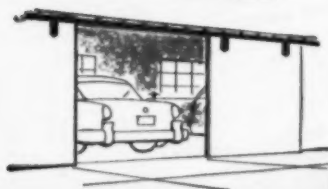
# The RUBEROID Co.

## ASPHALT AND ASBESTOS BUILDING MATERIALS

the door is open for sales of

# STANLEY Hangers and Track

ON BARNES...



GARAGES...



MACHINE SHEDS...



WAREHOUSES...



PLANTS

See us at Booth No. 1, National Hardware Show,  
October 6-10, Grand Central Palace, New York

*He couldn't hit the side of a barn door,* the saying goes. Today's market for Stanley Sliding Door Hardware is bigger than all the barn doors! It includes commercial garages, machinery sheds, warehouses, industrial plants. And you can hit the whole market... meet the requirements of any sliding door up to 1000 pounds with just *three* sizes of Stanley Track and Hangers.

What's more, you know that every sale you make sells you. The frictionless hangers (ball bearing swivels, roller bearing wheels or ball bearing wheels, if you like,) coast quietly and easily under fingertip operation. The track sections are uniformly straight, and Stanley "Hold-Fast" Track Clamps bind the sections tightly

into a single length of track, as required. Box track is weather-protected and dirt-shielded.

Are you promoting Stanley Door Hardware for all it's worth—for *all* these applications? The door is wide open for more sales and profit! Send for folder.

THE STANLEY WORKS • NEW BRITAIN, CONNECTICUT

## STANLEY

Reg. U.S. Pat. Off.

HARDWARE•TOOLS•ELECTRIC TOOLS•STEEL STRAPPING•STEEL

# 5 reasons why you should JOIN THE SWING TO SAVAGE



1

**IT'S THE COMPLETE LINE...**  
has everything most dealers need  
to suit all requirements

#### 4 POWER MOWERS

(3 gasoline and 1 electric)

- 20" SAVAGE Rotor Chief®, Model 81 (rotary)  
—pictured here
- 21" SAVAGE Yard Chief®, Model 90 (reel type)
- 18" SAVAGE Power Chief®, Model 75 (reel type)
- 18" SAVAGE Dyna Chief, electric, Model 70 (reel type)

#### 7 HAND MOWERS

- 16" SAVAGE Superchief®, Model 60 (also an 18")
- 16" SAVAGE Lawnchief®, Model 55 (also an 18")
- 16" SAVAGE Quide®, Model 45
- 16" SAVAGE Pawnee®, Model 35 (also a 14")

2

#### HAS THE FEATURES THAT ATTRACT CUSTOMERS

Popular Model 81 has one-piece Sta-Temp Blade • Deep Front Guard for extra protection • Precision Ball Bearings, permanently lubricated • Briggs & Stratton 4-cycle Engine • Belt Drive • Easy Cutting Height Adjustment • and many other features. Other Savage models are designed to win fast sales also. Send for catalogue with full descriptions.

3

#### STRONG ADVERTISING BRINGS CUSTOMERS IN

Advertised in Saturday Evening Post, Better Homes, House Beautiful, House & Garden, Sunset, Popular Mechanics, Popular Science, Country Gentleman and many other large-circulation magazines. This advertising builds business for you!

4

#### TRUE SAVAGE CRAFTSMANSHIP

Savage Lawn Mowers are produced with the same care and skill that have made Savage rifles and shotguns world-famous. Your customers know the Savage name and reputation—will buy these mowers with confidence.

5

#### WONDERFUL SERVICE RECORD

So well are they built, that Savage Lawn Mowers rarely need replacement parts or service. Our records prove this... and the records amaze even us! We get unsolicited letters from the men who know: lawn mower repair men, about the ability of Savage mowers to stand up and take it.

#### NEW CATALOG READY! Send for Yours Today

Colorful, 8-page catalog with big clear pictures, detailed specifications, latest prices, is ready for you now. Write Savage Arms Corporation, Lawn Mower Division, Chicopee Falls, Mass. Or get one from your jobber.

**SAVAGE**  
Rotor Chief



SEE US AT BOOTH 12 • NATIONAL HARDWARE SHOW  
NEW YORK • OCTOBER 6-10



# Please take me Home!...

## The HandyPak sells rope by the package

Contains initial stock of 13 attractively packaged individual coils in 50' and 100' lengths. Replacement coils available. Prices from your jobber.



...that's what the **HandyPak** tells your customers

**D**ISPLAYING any of the three Plymouth rope merchandisers is like adding a special rope salesman to your staff... one that says quietly but effectively, "Here's that rope you need, come and get it!"

These displays sell rope by the package, off the spool, or from the coil. They have accounted for increases of as much as 40% in rope sales. They have sold rope where rope was never sold before. One or more of these Plymouth merchandisers makes your store "headquarters for rope" in your neighborhood.

Set up one of these rope pushers and keep a check on sales—you'll be pleasantly surprised.

*In addition to its three merchandisers, Plymouth offers carton-packed coil rope for use with the SalesMaker. Available in half and full coils up to 3/4" diameter, and in half coils only in 7/16" and 1/2" diameters.*



## The SalesRak sells rope off the spool

Complete with display and dispensing rack as shown. Contains 16 spools (6 x 1/4", 6 x 3/8", 4 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.




## The SalesMaker sells rope from the coil

Displays, measures and cuts rope in any six sizes up to 1" in diameter. Designed for retailers whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25% to 100% with this unit. Cash: \$17.50 net. (Counter model: \$12.50 net.)



**PLYMOUTH CORDAGE COMPANY**  
Plymouth, Massachusetts

An illustration featuring a large, black, hexagonal nut with a threaded shank, oriented vertically. To its right is a small, black, rectangular box of RB&W fasteners. The box is labeled with 'RB&W 100' and '1/4 3/4' indicating the size of the fasteners. Several small bolts and nuts are scattered around the base of the nut and box. The background is white with some faint, stylized lines.

## Turn this around ...for bigger business!

Here's a profitable idea to turn around in your mind.

Many of the smaller items you deal in can build your business in bigger ones.

For example, the stove bolt shown. Stock the finest made . . . RB&W . . . as well as other RB&W bolts, nuts, rivets and screws. These "bread-and-butter" items make satisfied customers that keep coming back to your store . . . build traffic for everything you sell.

RB&W fasteners are top sellers in their own right, as hardware sales figures prove. And they're one of the few profitable, fast-turnover items that you can stock in quantity without worrying about style changes or damage. Thus, you keep time-consuming re-ordering to a minimum.

You keep handling to a minimum, too . . . thanks to RB&W's unique "upside-down" package that prevents spilling. This attractive red and green package stands out on your shelves . . . clearly labelled to show in a jiffy the type and size you want.

For fasteners that move fast, order the complete RB&W quality line today.

*106 Years Making Strong  
the Things That Make America Strong*

### **RUSSELL, BURDSALL & WARD BOLT AND NUT COMPANY**

Plants at: Port Chester, N.Y., Coraopolis, Pa., Rock Falls, Ill., Los Angeles, Calif. Additional sales offices at: Philadelphia, Detroit, Chicago, Dallas, Oakland. Sales agents at: Portland, Seattle.

**Available at leading Wholesale Hardware Distributors from Coast to Coast**



**"Our paint department is  
successful and profitable...**

**... because we have featured the Pee Gee line  
exclusively over a long period of years."**

**R. P. London, Jr., President  
London Hardware Company  
Johnson City, Tenn.**

Mr. London keeps the Pee Gee line right up front in his big, recently remodeled store. His progressive further comments are instructive:

"The reason for remodeling is, of course, to keep abreast of the times . . . in merchandising, display, and the many other factors that make a modern retail store. But . . . through the years and all the changes . . . we continue to feature the complete Pee Gee Line for a very definite reason. We have found that Pee Gee too, believes in remodeling, in keeping abreast of the times, in improving and developing their products, in introducing new prod-

ucts, and in continually striving to help their dealers do a better selling job.

"As we continue to grow and expand, we have an ally in the management of Pee Gee, with the same goal as ours . . . to serve the public better."

We at Pee Gee underlined those words of Mr. London's, because that's the clearest statement of Pee Gee's dealer policy we've ever read!

If you want a profitable, successful paint department from the very start, we suggest you investigate a Pee Gee dealership . . . as Mr. London did a good many years ago!

**PEASLEE-GAULBERT** PAINT & VARNISH COMPANY

223 N. 13th Street, Louisville, Kentucky

*Serving the South Since 1867*



sales power you've  
never seen before

# JOHNSTON *for '53*

Tie in with mower quality you can prove . . . the Johnston line for '53. Two all-steel reel-type power mowers with exclusive pinion design, and a new quality-built rotary mower . . . all at competitive prices. See your wholesaler now.

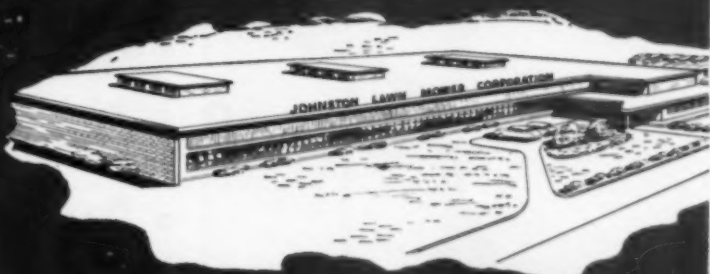


**JOHNSTON EXCLUSIVE**

21" Lawn Patrol \$119.95  
16" Cruiser \$109.95

See your wholesaler for more details.

## JOHNSTON LAWN MOWER



## NEW PLANT

## NEW ROTARY MOWER



See Johnston for '53 — Booth 35 — National Hardware Show

# **CORPORATION • Ottumwa, Iowa**





- High Profits
- FOR** • Quick Sales
- Repeat Business

*Ask your jobber about the*

## BERNZ-O-MATIC TORCH

WITH DISPOSABLE CYLINDER

*moderately priced for quick sale...*



Lights instantly even at  
30° below zero



Lasts up to 15 hours

**APPROVED**

Approved for storage by leading  
fire marshals, laboratories,  
and insurance companies



Built to last—ICC approved  
steel cylinder



### PACKAGED TO SELL

The fast selling BERNZ-O-MATIC torch is packaged in a handsome, sales appealing, three color carton which acts as an extra salesman. In addition, you can get many other merchandising aids.

BERNZ-O-MATIC is a name to remember. You'll be hearing more and more about BERNZ-O-MATIC products using this repeat sales-building disposable cylinder. Keep up with competition. Be sure that your jobber keeps you informed about BERNZ-O-MATIC products made by:

*"Always Reliable  
Since 1876"*

**OTTO BERNZ CO., INC. ROCHESTER 6, N.Y.**

# Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 121

September, 1952

No. 9

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SOUTHERN HARDWARE for SEPTEMBER, 1952



## LEADERS

ATLAS wicks are preferred by more dealers in America than any other brand. They are the choice of customers everywhere because of their superior quality and dependable service.

GLASWIK The leader in reputation and distribution. The original spun glass wick and the only wick that is free of wire. Outlasts several ordinary wicks.

FLAMEMASTER America's leading asbestos wick. Woven of wire reinforced high grade asbestos yarn.

BESWIK A woven asbestos wick that gives long dependable service. Economical in price but equal in quality to other wicks. Attractive display cartons make a favorable impression on customers.

TOP NOTCH Perfectly woven of highest quality cotton fitted into a metal carrier. Fits Perfection, Miller, Nesco and other cook stoves and room heaters. A good "repeater."

FASTHEAT "Accordion fold" construction makes FASTHEAT a universal wick... fits any standard range burner. It is a fast seller and strong repeater.

WRITE FOR COMPLETE  
DESCRIPTIVE LITERATURE  
ROOM 503,  
GENERAL OFFICES

# ATLAS ASBESTOS COMPANY



SOLD  
EXCLUSIVELY  
THROUGH  
JOBBERS

NORTH WALES, PA.

30 YEARS OF PROGRESS IN ASBESTOS TEXTILES



# Washington News

ORDERS, REGULATIONS, PRIORITIES

## Simplified Pricing for Consumer Durable Goods

OPS HAS PROVIDED simplified methods for calculating ceiling prices for the approximately 100 industries in the consumer durable goods field.

The new regulation, CPR 161, must be used to determine the ceilings of all new commodities introduced after September 24, 1952, its mandatory effective date. It may be used, at any time before that date.

A major objective of the new regulation is to make price control simpler for consumer durables manufacturers, particularly the small ones.

The new regulation provides, among other things, simpler reporting requirements; more accurate pricing methods; some substantive changes; innovations, such as 90-day letter orders to permit a manufacturer to test his market with experimental models; suspension of controls over commodities whose effect on the cost of living is certain to be negligible, and special treatment for custom manufacturers.

### Comparison Pricing

The basic technique of the new regulation is comparison pricing. Ceiling prices of new commodities are established by comparing them with similar commodities for which ceilings have already been issued.

Perhaps the most important change made by this regulation, OPS said, is that the ceiling prices of new commodities can be established by reference to the ceiling prices of commodities introduced after the pre-Korean base period. One of the major difficulties with previous new goods pricing methods was that ceilings for new commodities had to be established by reference to the ceiling prices of commodities manufactured during the base period.

The policy of the regulation,

OPS said, is to reduce reporting burdens of manufacturers to a minimum.

Where it has been impossible to eliminate reports, the method of reporting has been simplified and streamlined. A printed form has been prepared for every report and application required by the regulation. These forms should make it easier for the manufacturer to give OPS the necessary information, since they make clearer what the agency wants to know.

♦

## New Ruling on Fertilizer Sales

OPS HAS AMENDED the General Ceiling Price Regulation to pro-

vide that sales of fertilizer to farmers shall be considered retail sales instead of wholesale sales under the GCPR.

While the change in the law may raise ceiling prices somewhat, OPS cautioned that sellers who gave special prices to farmers during the base period or to different classes of farmers must continue to do so now. The amendment does not change the OPS rules which require that price differences to different classes of purchases must be maintained.

The amendment was required by congressional amendments to the Defense Production Act.

Under the amendment, a reseller's ceiling price for sales of a  
(Continued on page 85)

## Announces 4th Quarter Metal Allocations

THE DEFENSE Production Administration has allocated copper and aluminum for the 4th quarter of 1952 in order that industrial users may comply with lead-time order limitations on these materials.

Final levels on steel, however, have not been established pending a determination of production loss resulting from the work stoppage in the steel industry.

In commenting on the steel situation, DPA Administrator Henry H. Fowler said that the 4th quarter 1952 advance allotments for steel products will not be affected.

The allotments are, in general, 80 percent of 3rd quarter 1952 allotments, but adjustments may be required later because of lost steel production, which amounts now to about 45 days' lost output.

Copper allocations for the 4th quarter of 1952 are based on a supply estimate of 402,000 tons of refined copper, which includes 160,000 tons from foreign sources. This supply estimate amounts to an increase of 57,000 tons over the original estimate because of the

new prices on copper imports.

Major producers of civilian-type copper products requiring more copper than is permitted by self-certification will be allocated the metal at about the same level as that of the 3rd quarter of 1952, which is approximately 50 percent of base level.

Fourth quarter 1952 aluminum allotments have been based on a minimum supply of 731 million pounds. In making the allocations, ample allowance has been given to loss of aluminum due to water power failure. Should losses be less than anticipated, additional supplies will become available for stockpiling.

In making allocations for the 4th quarter of 1952, account was taken of the increased quantities of copper and aluminum which may be self-certified by small users under recent relaxations of the Controlled Materials Plan. In effect, these relaxations make more copper and aluminum available to small manufacturers and simplify procedure in obtaining controlled materials.

# ASK "BRAD" BRADFORD WHY HE FEATURES LUMITE®

\*Registered trade-mark

SARAN SCREEN CLOTH

## "Longest-Lasting Screening you can buy!"



GEORGE J. BRADFORD  
Brad's Hardware, Lakewood, N. Y.

**Sales-powered by the  
hardest-hitting advertising  
in the industry!**



Ask your wholesaler for  
**FREE LUMITE SALES AIDS!**

**LUMITE DIVISION**  
Chicopee Mills, Incorporated  
47 Worth Street, New York 13, N. Y.

### Here's what he'll tell you:

"I've stopped carrying 2, 3 or 4 kinds of screen cloth. I concentrate on the *one* screen cloth that satisfies almost everyone — LUMITE.

"This not only cuts inventory costs, and saves stockroom and display space. It also gives me a bigger profit on a bigger average unit sale.

"What's more, I sell more screen cloth than before, because LUMITE gives me the hottest sales-story in screen cloth—'LONGEST-LASTING SCREEN CLOTH YOU CAN BUY!'

"My costs are *down*—sales and profits *up*—since I switched to LUMITE exclusively."

### HERE'S THE INFORMATION YOU'VE BEEN WANTING!

#### LUMITE BOX SCORE

Compare Lumite with others, feature by feature, and you too will feature the features of Lumite!

	LUMITE	METAL "A"	METAL "B"	METAL "C"
Resistance to weather (weathering tests)	longest-lasting*			
Resistance to blows (impact tests)	strongest			
Can it rust, pit, oxidize or corrode?	NO	YES	YES	YES
Harmed by humidity, salt air, smoke or fumes?	NO	YES	YES	YES
Can it cause stains?	NO	YES	YES	NO
May it need protective painting?	NO	YES	YES	YES

**LUMITE is ideal for every exterior use!**

\*Under the worst exposure conditions.

# Business Trends

## AND PRICE CHANGES

### Rising Sales Predicted for Last Half of 1952

RETAIL SALES now on a high plane following months of sluggish activity promise to be flourishing during the autumn months. The indications are that business will rise gradually, reaching a peak in 1953 and remaining good during next year.

The steel strike, while bringing about some shortages in heavy consumer durables, served to stretch out still further the arms production program. It will take months to get the arms program rolling again thereby assuring prosperity in the months ahead.

Meanwhile, a rise in incomes points to the further rise in consumer spending. In June, personal income was at an annual rate of 266 billions a year, a rise of 1.5 billions from May. Income rate for the first months of the year, at 263.8 billions, was a new record, well above the 1951 period.

At the same time easy terms for installment credit are stimulating the sale of automobiles, household appliances, furniture and other durables. Reflecting the upward trend of retail sales, retail inventories of all kinds shrank to a total of 17.7 billions on July 1, down 250 millions in June. Retail stocks were the lowest in 19 months and were 14 percent below the May 1951 peak.

Farmers, likewise, continue in a strong position financially, though the severe drought condition in the Southeast will restrict farm buying power in those states.

Farmers' cash receipts in July were about 2.5 billion dollars, 10 percent above June because of seasonally larger marketings, but slightly less than in July of last year. Cash receipts from marketings in the first seven months of 1952 totaled approximately 15.7 billion dollars, 2 percent more than in the corresponding period last year. The volume of market-

ings was about five percent larger than last year, but prices averaged a little lower.

#### Farm Prices Received Show Slight Increase.

HIGHER PRICES received by farmers for eggs, milk, hogs and commercial truck crops as of July 15 were mainly responsible for a three point (one percent) rise over last month in the Index of Prices received by Farmers, the Bureau of Agricultural Economics has announced. In contrast, prices for beef cattle, potatoes, cotton, wheat, calves and several other farm products were lower. Cotton prices declined from 38.02 cents per pound in mid-June to 37.02 cents in mid-July, 2.09 cents less than in July a year ago.

Meanwhile the Index of Prices Paid by Farmers remained at 286. A slight rise in the average price of commodities bought for family living was accompanied by a de-

cline in the seasonally adjusted index of farm wage rates. Prices of production goods remained the same as in June.

#### Residential Construction Declines in First Half . .

EXPENDITURES for nonfarm residential construction in the first half of this year were at an annual rate of about 11 billion dollars, nearly seven percent smaller than in the same period last year. Housing starts in the first six months totaled 567,500 units or about four percent fewer than a year earlier, according to the Department of Commerce.

#### Tobacco Prices Received Above the 1951 Period .

GEORGIA AND Florida auction markets for the 1952 crop of type 14 flue-cured tobacco opened on July 21 with prices averaging about 52 cents per pound for sales through July 31 compared with 51 cents in the comparable period of

(Continued on page 86)

Geographic Division	% change in sales June 1952 from		6 mos. 1952 from	% change in inventories June 1952 from		Stock-Sales Ratio		
	June 1951	May 1952		June 1951	May 1952	June '52	June '51	May '52
U. S. Total Sales	+ 3	0	- 5	+34	+ 7	168	199	172
Hardware:								
South Atlantic	0	- 8	- 9	-11	- 1	261	290	238
East South Central	+ 8	- 7	- 7	-22	- 5	261	281	194
West South Central	+10	- 2	- 9	-11	- 3	263	323	256

Wholesale Hardware Sales and Inventories  
(From U. S. Dept. of Commerce Monthly Report)



## BARCALO BOX WRENCH SETS ( $\frac{1}{4}$ " - $1\frac{1}{16}$ ")



**SET** yourself up  
for big **WRENCH** profits!

Meet us at Booth No. 124-125  
**NATIONAL HARDWARE SHOW**  
October 6-10

### WITH 9 FAST-SELLING BARCALO WRENCH SETS

Packed with appeal for your customers — and profits for you! Just put these gleaming drop-forged BARCALO wrench sets out where they can be seen and watch 'em sell themselves for you. Barcalite plated or polished chrome finish. Order a supply now from your Barcalo Representative.

## BARCALO OPEN END SETS ( $\frac{5}{16}$ " - 1")



## BARCALO COMBINATION SETS ( $\frac{3}{8}$ " - $1\frac{1}{4}$ ")

Double-duty wrenches in a complete range of sizes. Available in colorful metal clips and attractive leatherette rolls.



**3506**  
6-Piece  
Double-Duty



**1346 MH**  
6-Piece  
Polished Chrome



**1354 RL**  
14-Piece Polished Chrome

BARCALO MANUFACTURING COMPANY, BUFFALO 4, N. Y.



### **Stanley Names Bauman Asst. Sales Manager . . .**

GEORGE P. MERRILL, general sales manager of The Stanley Works, New Britain, Conn., announces the appointment of Carl S. Bauman to the position of assistant general sales manager. As assistant general sales manager, Mr. Bauman will be responsible for assisting, directing, and supervising



**Carl S. Bauman**

the field sales organization and will generally assist Mr. Merrill with the definition and accomplishment of sales objectives.

Curtis W. Christ as assistant general sales manager will continue his activities in sales work, at the New Britain office, whereas Mr. Bauman's activities will center around the field sales organization.

### **Vaco Opens New Dallas Factory Branch . . . . .**

THE OPENING of a new factory in the Southwest area has been announced by Vaco Products Co., 317 E. Ontario, Chicago, Ill., manufacturer of screw drivers, nut drivers, and special small mechanics tool kits.

The new branch, located at 1325 McKinney Ave., Dallas 2, Texas,

will warehouse an adequate stock of the more than 250 styles and sizes in the complete line, it was announced. L. C. Heilman, who has been with the company for 20 years, has been appointed branch manager.

The Dallas factory branch is part of a long-range Vaco program to facilitate service to its wholesalers and dealers in all areas of the country.

### **J. L. Morris, Dicks-Pontius Representative, Dies . . . .**

J. L. (JACK) MORRIS, a Southern Representative for the Dicks-Pontius Company, of Dayton, Ohio, died July 9th, following a short illness. Mr. Morris made his home in Douglasville, Ga. He was 53 years of age.

### **Wooster Names Buckwalter General Sales Manager . . .**

J. K. BUCKWALTER, direct sales manager of The Wooster Rubber Company since 1948, has been named general sales manager of the organization. In his new position he will be in charge of Rubbermaid houseware and Rubbermaid Kar-Rug sales in the United States and Canada. He succeeds J. Robert S. Conybeare, who recently resigned.

Since he joined the Rubbermaid organization, Mr. Buckwalter has been in charge of sales to specialty, chain, mail order and export com-



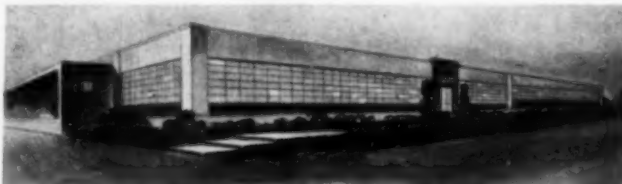
**J. K. Buckwalter**

panies. He entered the Wooster company following sales and industrial engineering experience with the U. S. Asbestos Division of Raybestor - Manhattan Inc., at Mannheim, Pa.

### **Yale & Towne Constructing New Tennessee Plant . . . .**

THE CONTRACT to build the new Yale lock and builders hardware plant at Gallatin, Tennessee has been awarded by The Yale & Towne Manufacturing Co., and ground was expected to have been broken in July.

The new plant, which is scheduled to be completed before the end of the year, will be a one-story building with a floor area of approximately 75,000 square feet, it was announced by the manufacturer.



**Yale & Towne's proposed new plant in Gallatin, Tenn.**

# Save your breath - Pa!



No hardware dealer using the McKay Silent Chain Salesman needs a long winded sales story. The Silent Chain Salesman shows nine actual chains, lists sizes and prices. You can increase chain sales easily with this "packaged promotion." Write and find out how!

**THE *McKay* COMPANY**

442 McKAY BUILDING • PITTSBURGH 22, PA.



## INDUSTRY NEWS (Continued from page 40)

### Miracle Names Stafford Southeast Div. Manager

MIRACLE ADHESIVES Corp., 214 East 53rd St., New York, N. Y., announces that R. K. Stafford has been appointed divisional manager of the Southeast area. His offices are located at 221 Lauriston Bldg., Lake Worth, Fla.

### Langley Representatives Hear Expansion Plans

DETAILED PLANS for an expanded line of Langley reels, rods and other fishing equipment were disclosed to Langley sales representatives from throughout the United States at a week-long meeting in San Diego, California, recently. The meeting culminated with a deep-sea fishing trip to the Coronado Islands in Mexican waters, with Henry I. Mandolf, president, and Richard G. Miller, executive vice president and world champion caster, as hosts.

At the meeting, held at Langley Corporation's home office in San Diego, it was announced that a new Langley spinning reel will be added to the line for the 1953 season, and production of a new spin seat was disclosed. The spin seat, it was reported, will overcome the disadvantages of present spinning reel seats.

Other expansion plans include more Langley rods and bait casting reels, as well as the return to pro-

duction of the "500" Reelcast, low-end reel, and the "410" Whitecap, combination fresh and salt water reel.

### National Screw Elects New Officers

DIRECTORS OF The National Screw & Mfg. Co., Cleveland, Ohio, have elected Donn D. Greenshields executive vice president, it has been announced by H. P. Ladds, president of National, whose divisions include Hodel Chain Co., Cleveland, and Chester Holst Div., Lisbon, Ohio.

Mr. Greenshields, recently elected to the board and vice president of National since 1949, was formerly production manager of the company's Cleveland plants. He has served with National in sales as well as manufacturing since 1934.

The board also named George F. Jenkins, general sales manager, as vice president, sales. He has headed sales activities of the National organization since the retirement of the late Benjamin H. Jones, sales vice president, in March, 1950. Mr. Jenkins had to that time been industrial sales manager, and has played a major part in developing the company's packaging, merchandising and advertising programs.

Robert E. Black, who has been assistant sales manager for the past two years, becomes sales man-

ager. He has been in charge of industrial sales, and for several years previous had been active in the company's Chicago sales office. Kenneth A. Miller has been appointed assistant sales manager, following two years as manager of distributor sales. He will continue his activities in the distributor field, in which he is a veteran in experience of nearly 20 years.

### MIRRO Appoints Taylor Ga.-S. C. Representative

D. R. (RED) TAYLOR recently was appointed a MIRRO aluminum utensil representative in Georgia and part of South Carolina. He will



D. R. Taylor

contact the retail trade in this area, with his headquarters in Augusta, Georgia.

Mr. Taylor has six years' selling experience and is well acquainted with housewares. A veteran of World War II, he spent three years with the Army. Before being assigned to his new territory, he completed the company's training program at the home office in Manitowoc, Wis.

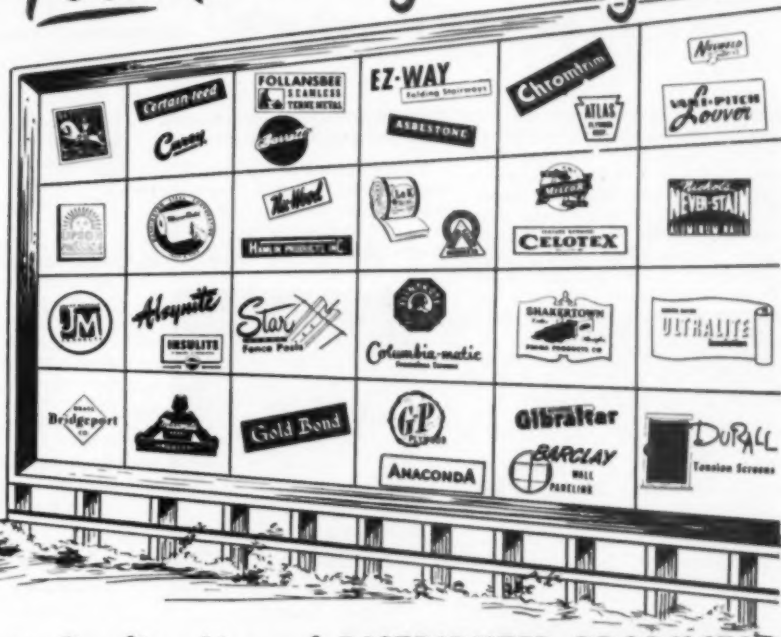
### Peck, Stow & Wilcox Elect New Officers

MARK J. LACEY, re-elected president and general manager of The Peck, Stow & Wilcox Co., South-



Langley representatives at San Diego meeting

# How's Your Batting Average?



## The SSIRCO Quality Line of DISTRIBUTED PRODUCTS Leads the League— IN HITS: MORE SALES IN RUNS: MORE PROFITS

**MAKE** more sales hits, and knock in more profit runs, with the complete SSIRCO quality Line of Distributed PRODUCTS. There is a product for almost every building and repair need for the home, for the farm, and for industry. Each product is a quality product—nationally advertised... a well-known name. Each is easy to sell. Each is profitable to sell. The SSirco line increases

your batting average in total volume of sales and in gross profit.

Besides, you can make the SSirco Warehouse nearest you your stock room. Overnight Delivery or Drive-In Pickup from one of the sixteen SSirco Warehouses strategically located throughout the South will keep you supplied—without a large inventory investment. That, too, means more profits for you.

Write for Complete Details, Including Price List



## SOUTHERN STATES IRON ROOFING COMPANY



ington, Conn., announces the following other officers: Samuel C. Wilcox, executive vice president and treasurer; Lee P. Smith, secretary and assistant treasurer; Elmer J. Murray, vice president and sales manager of the Pexto Tools Division; Francis L. Ashworth, vice president and sales manager of the Pexto Machinery Division; and Walter Grubenmann, vice president and superintendent.

All of the officers have been associated with Pexto for several years, Mr. Lacey announced.

### Hager Names Campbell Eastern Sales Manager

C. HAGER & SONS Hinge Manufacturing Company, St. Louis, have announced the appointment of Arthur H. Campbell, formerly



Arthur H. Campbell

Hager architectural representative, to the new post of eastern sales manager, with headquarters at 10 Murray Street, New York City.

Hager's Eastern Division comprises New York, New Jersey, Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, Virginia and West Virginia, the Washington, D. C. area, Delaware, Maryland, North and South Carolina, Georgia and Florida.

Mr. Campbell was with P. & F. Corbin before joining the Hager organization in 1947. He is a graduate of Trinity College, and served as a Naval Officer during World War II.

### National Screw Promotes Washabaugh; McBurney

ANNOUNCEMENT WAS made recently by H. P. Ladds, president of the National Screw & Manufacturing Co., Cleveland, Ohio, that S. M. Washabaugh, who has been in



S. M. Washabaugh

charge of its West Coast subsidiary, has been promoted to director of sales research of the entire company, which includes the Hodel Chain and Chester Hoist Divisions.

Howard McBurney was elected vice president, and E. H. Jones was elected vice president in charge of manufacturing of the National Screw & Manufacturing Co., of California.

### Stanley Works Relocates New York Offices . . . .

THE LEASING OF seven large offices in a modern building at 40 Worth Street, New York, N. Y., and the re-establishment of offices and salesrooms for domestic business is announced by R. W. Chamberlain, vice president in charge of sales, The Stanley Works, New Britain, Conn.

According to Mr. Chamberlain, re-location of the New York office will provide up-to-date quarters and better service facilities. Charles Pincus, New York district sales manager of The Stanley Works, has been appointed office manager of the new offices, in addition to his regular duties.

No products will be warehoused at the new offices. With the transfer of the firm's export division in May of this year from New York City to the Stanley Tools building, New Britain, Conn., the need for such a large building was eliminated and the eight story sales and showroom building at 100 Lafayette Street was sold to the 100 Lafayette Street Corporation.

Included in the move of the New York offices to 40 Worth Street are the following divisions: hardware, hand tools, electric tools, steel strapping and steel. The service department of Stanley Electric Tools has also moved to the new location, according to the announcement from the company.

### American Appoints Ritz to Winston-Salem Area .

THE APPOINTMENT OF Jack R. Ritz as distributor in the Winston-Salem territory is announced by W. B. Crew, executive vice president and general manager of the American Floor Surfacing Machine Co., Toledo, Ohio. Mr. Ritz has been working out of the Toledo of-



Jack R. Ritz

fice and plant for the past two years, completing the American sales training program.

Born and reared in Toledo, Mr. Ritz spent 18 months in the Army and was awarded the Purple Heart. He graduated from the University of Toledo.

*Red Taggs  
Merchandising  
Tips:*



**"Cyclone Lawn Fence  
is always in season**

**...keep pushing it the year 'round"**

**I**F the end of summer means your display of lawn fence is relegated to the stockroom, you're missing a lot of sales opportunities. Many homeowners who didn't have the time earlier in the season can be sold on making a fence their fall project.

In fact, in areas where the winter remains fairly open, there's demand for lawn fence every month of the year. So keep Cyclone "Red Tag" Lawn Fence out where your customers will see it... and keep your stocks complete.

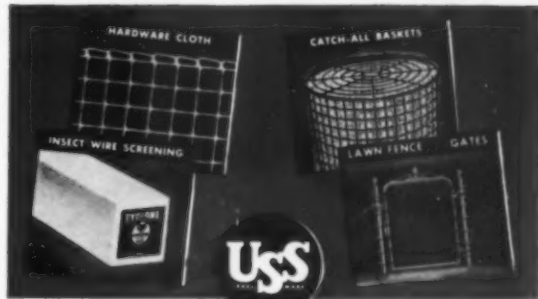
A complete stock of Cyclone "Red Tag" Lawn Fence means both woven and welded styles... both single and double-loop construction... in the heights that your customers call for. And it means a complete stock of Cyclone Gates... every fence customer needs at least one gate and often more.

Keeping Cyclone Lawn Fence on your floor the year 'round gives your customers repeated opportunities to examine the features that make Cyclone a better-looking, longer-lasting fence. And they'll see the familiar "Red Tag" label, a symbol of quality in hardware products for more than half a century.

Check your stock today and order from your jobber. He'll be in the best position to fill your requirements.

**CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION  
UNITED STATES STEEL COMPANY  
WAUKEGAN, ILLINOIS      SALES OFFICES COAST-TO-COAST  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK**

**U·S·S CYCLONE  
"Red Tag"  
HARDWARE PRODUCTS**



**UNITED STATES STEEL**

**help** YOUR CUSTOMERS  
SELECT THE BEST . . .  
**hand them**  
**CHANNELLOCK**

Made only by  
CHAMPION  
DEARMENT



Channellock pliers are made by skilled craftsmen of a company known for nearly 3 1/4 of a century for its highest quality products. The outstanding features of Channellock pliers such as Longer Wearing, No Wear on the Joint Bolt, Closely Spaced Adjustments and Greater Strength make them the most desired pliers.

Whenever your customers ask for pliers help them select the Best . . . Hand them Channellock.

And remember, Only Champion DeArment makes Channellock. Send for Catalog, DS today.

**CHAMPION DEARMENT TOOL CO.**  
Meadville, Pa.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools."



**Only**  
**CHAMPION DEARMENT**  
**CHANNELLOCK**

## WHOLESALE NEWS

### P. T. Wyatt Observes 66th Year with Raleigh Firm . .

JULY 31 MARKED P. T. Wyatt's 66th anniversary with Job P. Wyatt Sons Co. of Raleigh, North Carolina; and as usual he showed up for work exactly on time.

Mr. Wyatt has missed only a few days from work during his 66 years with the firm, a tenure that began five years after Job P. Wyatt, his brother, founded the company. Known as "Uncle Pat" to friends and associates, he has been secretary of the organization since it was incorporated in 1907, and also spends much of his time out talking with customers.

Though he was 86 last May, he still appears at his office by 9 A. M. and now stays there until 2 or 3 P. M. When he came with the firm, its office was 15 x 60 feet in size. Today it is 105 x 265.

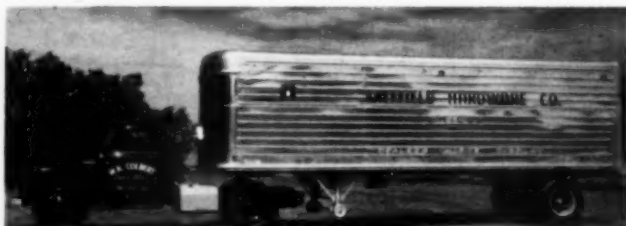
Since Mrs. Wyatt's death 10 years ago, "Uncle Pat" has lived alone in his apartment in the Capital Apartments, where he col-

lects antiques. He has two children, Mrs. Sam Sparger of Durham and Dr. A. T. Wyatt of Raleigh.

### Sheffield Inaugurates Dealer Mobile Display

SHEFFIELD HARDWARE CO., Americus, Ga., recently inaugurated a new service for its dealers—a Dealer Mobile Display. The display consists of a 24-foot aluminum trailer, which will be filled with seasonal merchandise for dealer inspection. At the present time, the display is made up of the company's Christmas toy line and is covering the firm's entire territory. This enables dealers to make their toy purchases without making expensive trips to toy shows or to markets in larger cities, according to John W. Sheffield, president.

The display will be used to promote housewares after the toy promotion is completed, with fishing  
(Continued on page 82)



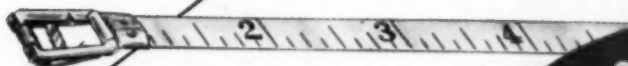
# ANOTHER **LUFKIN** SALES MAKER!

**HIGH** IN QUALITY

AN ACCURATE HIGH QUALITY STEEL TAPE  
MADE TO RETAIL AT POPULAR PRICES!

ONLY **\$3<sup>50</sup>**

25-FOOT LENGTH



**LOW** IN PRICE



REGULARLY FURNISHED WITH  
HOOK RING—NO EXTRA CHARGE



LENGTH	WITH STANDARD RING	WITH HOOK RING	PRICE EACH
25 FEET	430	H430	\$3.50
50 FEET	433	H433	4.50
75 FEET	435	H435	5.50
100 FEET	436	H436	6.50

PRICES SLIGHTLY HIGHER WEST OF ROCKIES

**"ROYAL" Ni-CLAD**

Dependable Lufkin quality available in the lowest-priced quality steel tape on the market. Long wearing line of hard nickel-plated steel resists rust and corrosion. Because the line is metal throughout it will outwear soft-coated tapes many times. Durable black markings stand out sharp and clear for easy readings. Rust resistant welded metal case liner is covered with tough, dark green vinyl. Plated trim. Folding flush handle opens with push pin. Market unlimited—make every home owner a tape owner. Your jobber has the Royal Ni-Clad in stock—order your supply today.



ON LUFKIN SALES PROMOTION AND ADVERTISING. NEWS, PUBLICITY RELEASES, AND ADVERTISING WILL APPEAR IN HUNDREDS OF TRADE AND CONSUMER MAGAZINES. MILLIONS OF BUYERS WILL BE REACHED. FOR NEWSPAPER MATS, COPY, AND ENVELOPE STUFFERS ON THE NI-CLAD TAPE WRITE THE LUFKIN RULE COMPANY, SAGINAW, MICHIGAN, DEPT. 5H.

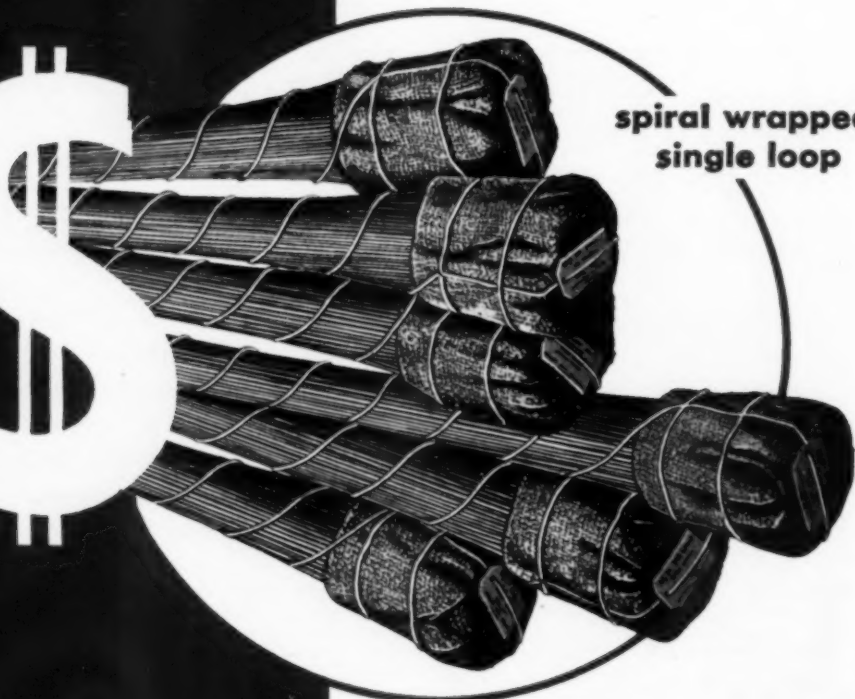
IT PAYS TO SELL

**LUFKIN**

TAPES • RULES • PRECISION TOOLS

THE LUFKIN RULE CO., SAGINAW, MICHIGAN • 132-138 Lafayette St., New York City • Barrie, Ontario

# Wrap up profits with **DIXISTEEL** bale ties



**spiral wrapped  
single loop**

**W**RAP up a harvest of profits this year with DIXISTEEL Bale Ties. There's a big profit in every bundle you sell, so make your store headquarters for the bale ties preferred by DIXIE farmers—DIXISTEEL.

Farmers like DIXISTEEL Bale Ties because they are easy to work, yet strong enough to withstand more strain than is ever brought to bear on them.

Dealers like them because the Spiral Wrap keeps the bundle in perfect condition, stiffens it and makes it easy to handle. Ties do not become bent or tangled. The bundle is clearly tagged on the end to show the gauge and length of ties.

A complete range of DIXISTEEL Bale Ties is available.

**ALSO AVAILABLE! DIXISTEEL Wire for  
John Deere Automatic Hay Balers.**

**ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA**



***This Merchandising Program Means***



**MORE PROFITS  
*from*  
POWER TOOLS**

**By Robert Stavinocha**

Modern Hardware & Appliance Co.  
Temple, Texas

**I**F THE HARDWARE retailer expects to show a worth-while return from power tool merchandising, he must keep in mind the truth of the old axiom: "You get out of it what you put into it."

We have been aggressively merchandising power tools for the past five years, and during that time we have learned that there is a lot more to this specialty field than appears on the surface. With terrific competition stemming from the mail-order houses, auto supply stores, lumber yards, etc., the hardware dealer must be careful to plug up in advance every potential "profit leak," develop a separate merchandising program which will insure that his store will be first considered when a home-owner begins to think of buying a power tool, and set up a service program which involves a complete, attractive stock of ac-

cessories, good reliable service, and all other factors.

The essentials to power tool success, of course, include such elements as a good location, plenty of nationally-advertised brands which have plenty of newspaper advertising support, adequate space to display tools away from

the hub-bub of the sales floor, and active demonstrations whenever possible. We managed to meet all of these requirements when we opened our large hardware store on a prominent downtown corner six years ago, but we soon found that even the foregoing combination is not enough.



Adequate space to display tools away from the hub-bub of the sales floor is provided by the 10 x 24 foot deck, most important of the store's three displays. Every tool carried in stock is displayed and demonstrated in this space.



A large stock of replacement parts and accessories is a "must" for power tools sales, and they are displayed on this mezzanine space

With the profit spread in power tools considerably more limited than in pre-war years, the matter of competition is particularly important. Carrying those lines of power tools which benefit from a tightly-controlled price policy and exclusive franchises is not enough to insure a good return, as there are other brands on the market which are "price footballs" and which almost any competitor can obtain if he so desires.

Thus, from the outset, we found it necessary to carry a larger inventory—in excess of \$3500—than the local population actually warranted. What we actually did was to "sew up" one line of power tools which otherwise might have offered local competition. We carry a full inventory of this brand in stock, merely to maintain the franchise exclusively with our store. We are currently carrying three well-known lines, enjoy volume equally distributed among the three, and, while the investment is large, we enjoy a comparatively clear field.

Next, the need for display and demonstration has necessitated some radical changes. Power tools do not show to best advantage if they are crammed in among many other lines, and certainly it is

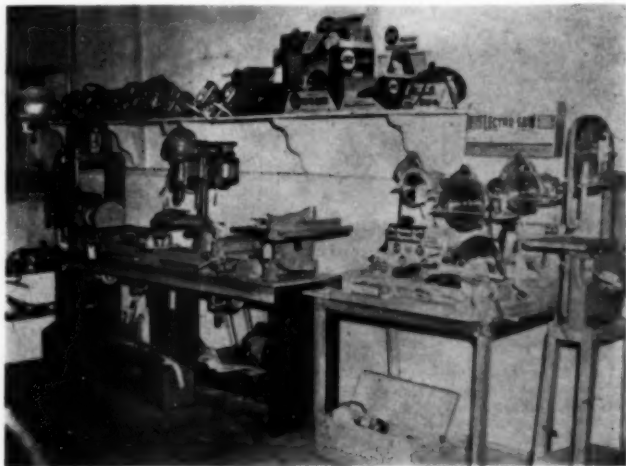
impossible to demonstrate them with no more than a few square feet available on the sales floor. Therefore, we display our power tools at three points through the store, in the windows, in a large separate room at the right-rear, and on a new "deck" which we constructed a few months ago. The new "deck," with dimensions of 50x24 feet of space, cost us only \$500, and it utilizes waste space brought about by an extremely high, old-fashioned ceiling. On this elevated "deck," conveniently reached by a flight of stairs from the downstairs power tool display, we have plenty of space to show every tool carried in stock, and to actually demonstrate the machines

without noise, dust, etc., disturbing other customers. Thus, there are at least three separate power tool displays throughout our store at all times, with the most important factor being the loft display, out of the stream of traffic, and convenient for active display whenever it is desired.

Construction of the "deck" likewise made it possible for us to bring one of our most important merchandising assets into operation. This is our complete power tool accessory department; it currently contains more than \$1,000 worth of parts and accessories, which are difficult to obtain otherwise. The size and completeness of our accessory department has proven itself unquestionably our number one "repeat sales" asset.

Displaying the accessories to dubious customers has had the effect of making literally scores of sales which otherwise might have gone elsewhere. Contractors, carpenters, hobbyists, etc., have, in many instances, purchased power tools from us at full price, where they might possibly have shaved off a few dollars elsewhere—entirely because of the accessory section. We carry all belts, grinders, disks, chucks, gears, bits, motors, motor parts, electrical fittings, sanding disks and belts, machine parts, etc., necessary to use every power tool in stock—and no matter how slow-moving a part may be, we will constantly keep it available. This has built such confidence and appeal that we are realizing a totally unsuspected

(Continued on page 66)



Still more power tools are displayed in a large room behind the record department. Frequent ads invite the public to attend "all-day demonstrations"

The only stipulation of this "Swap-It" advertising program is that the person placing the advertisement must come into the store and write out the "swap notice" himself, on letterhead forms provided by the store for this purpose



## RADIO ADVERTISING THAT PAYS OFF!

By J. Fitzgerald

USING THE "SWAP-IT" idea as a nucleus, G & R Hardware Co. of Pensacola, Florida, developed an advertising program that has been successful in solving the Number One problem of many suburban stores—how to create volume store traffic that results in volume sales.

The idea of "The Old Trader" radio program was conceived by Bob Reynolds and John Gabel, co-owners of the company and firm believers in the idea of service to the community, in both advertising and merchandising. A store's advertising, they point out, should clearly indicate to customers the atmosphere of the store and the nature of the people behind the advertising.

Though simple in plan and content, "The Old Trader" program definitely has brought results. G & R Hardware Co. buys time on the air, 15 minutes three times each week. This time is devoted to helping anyone sell or purchase used articles. The only stipulation is that the person placing the advertisement must come into the store and write out the "swap

notice" himself. Letterhead forms, on which the notices are written, are provided by the store. These, in turn, are submitted to the radio station to be read during the 15-minute programs.

According to the owners, the program is an answer to the often-heard question: "This thing is too good to throw away, but what shall I do with it?" The answer is to swap it; and G & R Hardware Co. provides the swapping outlet, free of charge.

Reynolds encounters skepticism among prospective "swappers" daily. They cannot understand that they are really getting something for nothing. But when they do understand it, they accept it gladly.

"The program certainly brings people into the store," Reynolds pointed out. "And from that point on, it's up to us. I don't mean that we rush them and try to sell them something. In fact, we don't. But we have fifteen 4 x 8-foot triple decker island display counters, and

that means 1440 square feet of carefully selected merchandise in the center area of the store.

"We judge impulse sales to be approximately 80 percent, and those sales are hard to 'snag.' So we train our sales personnel to be watchful and attentive, but never over-eager. With us, there's no such thing as a 'small sale.' The woman who drops in today for a 5-cent percolator top may be back next week to stock up on all of her gardening needs, if she is made to feel welcome and appreciated.

"And, incidentally," he added, "we pay particular attention to local customers who come in for their gardening supplies. I keep on hand a supply of small, inexpensive items, such as gardening gloves. I just include a pair of these, free of charge, or a clothes-pin apron for the lady customer who is buying laundry supplies. All of these little attentions count tremendously in making people remember you and want to come back."

Strangely enough, while both advertising and merchandise seem to be geared more to suburban and



The sporting goods department occupies one full side of the store for an attractive, year-round display. Copies of all changes affecting hunting and fishing regulations are offered by the store to customers

rural needs, the city trade is growing steadily. This supports Reynolds' contention that people like to be appreciated. "If you work hard enough to give people a little something extra for the money they spend with you, they aren't going to forget you when the big job comes along," he explained.

The G & R Hardware Co. recently celebrated three years of gratifying growth. At present, the owners are going through an expansion program whereby they have literally built a new concrete block structure around their original store, which consisted of a series of small frame and masonry buildings. The store was not closed for a day during the remodeling, even though sales personnel had difficulty in distinguishing between customers and workmen at times. Sales skyrocketed during this interval, which seemed to indicate that people like to be where things are happening, Reynolds said.

The property on which the new 72 x 60-foot building stands fronts 183 feet on busy North "O" Street and extends back 121 feet on Jack-

son Street. Plans in the blueprint stage call for an L-shaped building, with a warehouse to the left and rear of the present structure.

Modern showcase windows across the entire front of the building are designed for equally clear exterior and interior view. The display is changed every 10 days with special emphasis on seasonal items. Interior walls are a clear green, with brown block-tiled flooring. A large, central skylight and many wide double doors offer maximum visibility, with minimum artificial lighting needed.

The paint display is on open shelves across the north wall of the store. Garden tools and rakes are hung in orderly rows for easy selection along the wall opposite the paint display, while bins are arranged in an easily accessible spot for bolts, nuts, screws and other small items.

The sporting goods department occupies another full side for an attractive year-around display. As a friendly gesture to sporting goods customers, Reynolds obtains copies of all changes affecting hunting and fishing regulations.

Both Gabel and Reynolds are plaster contractors, and Reynolds is a building estimator also. Some of his largest sales are credited to his ability to furnish a "take-out" on almost any type of building job. This service is free of charge, and "sometimes we sell the materials for the job," he said. "Sometimes we don't. But you can be sure the service does us no harm. The word gets around that we have the know-how."

In addition to effective advertising (Continued on page 71)



The paint display is on open shelves across the north wall of the store. Impulse sales, created by the advertising program to increase store traffic, account for approximately 80 percent of total volume

R. V. Martin, Jr., right, measures a customer's order for electric wire on the wire-cutting machine. Shelf contains fittings of varied types, and overhead fixture displays lighting fixtures. Below, C. W. Hart, left, helps a customer decide on his requirements for galvanized piping. Ample stocks of piping in varied sizes are maintained in store's racks



—By—

H. Bierman

## 43% of Annual Volume

from two SPECIALTY lines



**H**OME-OWNERS ARE attracted in unusually heavy numbers to the R. V. Martin Hardware Co., Miami, Fla., because of the store's broad inventory of plumbing and electrical supplies. As a result, these two lines account for approximately 43 percent of the store's annual gross volume. Plumbing supplies account for 25 percent of total annual volume while sales of electrical supplies approach 18 percent.

The inventory of pipe and plumbing fixtures handled by the store is large and varied. For instance, the supply of pipe ranges in sizes from  $\frac{3}{8}$ -inch copper tubing, for connecting bottle-gas

ranges, to 3-inch cast iron soil pipe, for carrying waste to sewage facilities. In galvanized steel pipe, the type used in home water systems, the store can provide a 2-foot length—or a carload.

Bulky items, such as galvanized pipe, are displayed in one part of the store, which is divided into sections. Here, the customer can look over the wooden racks of displayed pipe and make a quick and easy selection. Also, while in the store, customers can buy a complete bathroom set—in addition to the pipe and fittings needed to install them.

Electrical construction items—home wiring, connections, and lighting fixtures—are handled in similar volume. The variety of wiring alone ranges from lamp cord to lead-covered cable for underground installation. The type of wiring generally required for interior house-wiring is referred to as No. 14 single strand. This line is stocked in sufficient quantity to enable the store to deliver 50,000 feet at any time, or any fraction thereof.

In addition to handling a wide selection and a large inventory of these two lines, R. V. Martin Hardware Co. also offers special

services to the pipe and wire customer. When a customer selects the size pipe he needs, the store can immediately cut, bend, and thread it to fit into adjoining lengths, and the customer then may take the pipe along with him. The service alone has helped increase traffic in the plumbing supplies department, in addition to winning repeat business. Similarly, the store is equipped to cut electrical wire to any desired length.

Located in a semi-rural area in Miami's northwest section, the store caters to its suburban neighbors. In this locality, customers are primarily interested in home-building and home remodeling and repairing, and more than 50 percent of the store's total volume consists of items for these purposes. Thus, plumbing fixtures and electrical construction items have a natural market.

Many of these suburban customers perform their own home repair and remodeling work, provided the jobs are relatively simple. Others, however, are employed in some building trade and have gained experience in this type work, so that they can easily handle such tasks. Such customers are

(Continued on page 80)





## EARLY CHRISTMAS PROMOTION

... for greater  
yuletide sales



The toy department is the key to Yuletide traffic. Early promotion helps D. J. Corwin get a lion's share of the train sales, above, during Christmas season. Assembling of toys is a service that keeps customers coming back, year after year

Postal cards, mailed early to prospective customers in the store's area, do a big job of selling selection and lay-away convenience, right. This direct mail is supplemented with publication advertising

**F**OR PULLING HEAVY Christmas traffic, start Christmas promotion early, stay at it, and render complete service. These are the rules that D. J. Corwin uses for a successful Christmas season in his store, D. J. Corwin Hardware, New Orleans, Louisiana.

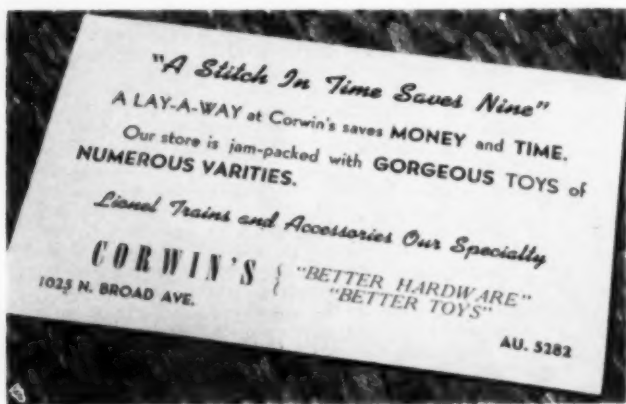
"These rules helped to make Christmas, 1951, more profitable than the previous Christmas, which was no 'small-change' selling season itself, by some \$12,000," he pointed out.

The toy department is the key to Yuletide traffic, which in turn is the key to high volume and profits, he continued. Early promotion, continued until late in the

season, plus a keen conception of customer service, builds store traffic, he said.

Actually, the toy department at D. J. Corwin Hardware is not operated for Christmas season only. It produces healthy year-round sales; but the big surge of sales naturally comes at the Yule season, and it's then that Corwin concentrates on the heavy promotion which produces traffic.

A single, never-changing advertisement is used the year-round and helps to make the Yuletide special promotion successful. "This ad," said Corwin, "is by no means unusual, but there's an unusual idea behind it, and the idea pays



off. Look in the classified section of the New Orleans telephone directory, under the heading of 'Toys,' and you'll see one of the familiar boxes which list manufacturers' products. This one is headed by 'Electric Trains.' It advertises complete stocks of trains, parts and accessories, and our name is the only one listed under the where-to-buy-it heading."

The manufacturer in this case does not pay for the advertisement at all. "We pay for it 100 percent," Corwin explained. "And here's how we benefit: Under this heading, customers look to find places where they can buy trains. If the manufacturer had paid for the space, he would naturally list all of his New Orleans outlets, including the department stores in the main business district. By paying for it myself, I can reap all the benefit. People interested in trains see only my store's name. The implication may be that we are the only outlet, but the outright statement is there that D. J. Corwin is the dealer from whom to buy this particular make train."

In September, Corwin puts his merchandising plans into full force and begins to build Christmas sales. Lay-away is the attraction that wins these early sales, and it is a service which the small dealer can offer without impairment of his capital, Corwin said. "I could sell ten times the amount I do sell, but if I did so through offering credit terms, I would quickly tie up my capital in accounts receivable. Lay-away, on the other hand, gives the customer an identical service without any risk on my part of needlessly tying up store operating funds," Corwin pointed out.

Postal cards go out early to people in the downtown section of New Orleans. These advise that "A stitch in time saves nine," and that "a lay-away at Corwin's saves money and time." This direct mail is supplemented with publication advertising. Like the postal cards which do an institutional job of selling selection and lay-away convenience, publication advertisements begin early in the season and continue to appear until Christmas. Unlike direct mail, however, these feature specific toys at named prices. Heavily featured are trains and accessories, in which the store specializes.

"We do not advertise in any of the New Orleans daily newspapers," Corwin said. "They are  
(Continued on page 72)



## **Fishermen's "Swap Board"** **Lures Tackle Customers**

A NOVEL "swap board" has enabled the Mississippi Hardware & Electric Co., Starkville, Miss., to exchange slow-moving fishing lures for cash, while creating goodwill and stimulating sales in all departments.

Owners J. W. Ray and C. L. Lindsey report that the 4x4 foot swap board was used over 50 times during the first six weeks after its installation. Each "swap" is recorded on a sheet of paper taped to the bottom of the board, so that an accurate story of the board's success can be maintained.

"Anyone, whether or not he is one of our regular customers, can come in at any time and exchange one of his lures for any lure on the board, paying only a quarter for this privilege," Ray explained. "The lure he trades does not even have to be in good condition. In many cases, he will be able to swap second-hand tackle for brand-new merchandise, because the board originally was filled with unused items from our stock."

The new merchandise consisted of items that were moving very slowly, and this backlog of lures was partly responsi-

ble for the birth of the swap board.

"We decided to try out the swap board as a means of clearing out some of the tackle that wasn't selling so well," Lindsey said. A thick piece of celotex was cut down to form the board, which accommodates approximately 75 lures. Lure hooks are easily imbedded in the surface, and customers can quickly remove their choice and substitute the lure they brought in exchange. Lures taken from the board, of course, are not guaranteed. When the lures placed on the board are sold out, additional new ones that have over-stayed their time will be added. In this manner, fishermen will be able to trade in second-hand lures for a different model as long as the supply lasts.

The swap board offers anglers another advantage. Many of the second-hand lures originally bore substantial prices. Inexpensive lures can be exchanged for these, enabling fishermen to acquire costly tackle sometimes at half-price or less.

Ray and Lindsey have stationed the swap board in the  
(Continued on page 74)



## Showmanship in Displays

By S. W. Ellis

**A**CTIVE SALESMANSHIP and showmanship are winning added volume for Caldwell Hardware & Furniture Co., Malvern, Arkansas. This skillfully departmentized store operates a carefully-planned, year-around program for what the promotion manager, Ed Stanfield, terms "household items that wear out."

A bathroom or a complete kitchen are "one-time" sales, he explains. And while the store values and promotes these big-ticket sales, what boosts year-around volume for the store is the thoughtful promotion of replacement items for the home—such as plumbing repair parts, housewares, and building materials.

A little showmanship gives a boost to sales of replacement items for the home. As an example, Stanfield pointed to his current display of new screen doors, complete with attractive wrought-iron grilles. "Practically every local house built more than 10 years ago would be improved with one of these sets," he said. "We make the prospect want it by displaying it attractively, with the price showing. We call attention to it in our newspaper and daily radio announcements. And then, perhaps most important of all, we train our salesmen to point out the item to the customer."

When the store first received the finer screen doors and grilles, a sales meeting was called. The owner, Z. T. Caldwell, Stanfield, and a distributor's salesman were on

hand to train the salesmen in selling the new item. Salesmen were informed of the strength and quality of the door and the decorative effect of the handsome grilles. This information was to be used as a basis for sales talks they would give on the floor to customers.

On the day the promotional event opened, the screen doors were placed in one of the large backless windows, together with seasonal housewares. A daily radio announcement, following a popular five-minute news program, was devoted to screen doors. Newspaper display advertisements also supported sales efforts.

### Screen Door Promotion

Unless the salesmen were very rushed, they pointed out the screen doors to every customer they served, regardless of what she bought.

"We sold many screen doors that would have remained in our store without the extra selling effort," Stanfield pointed out. "And with every screen door went the necessary builders hardware and paint or varnish."

With every new item added, the procedure is the same: salesmen are given thorough training on every selling point, the item is played up through display and ad-

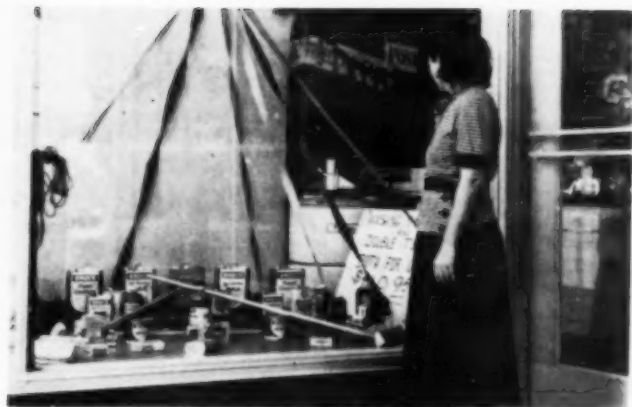
vertising, and the floor salesmen call customers' attention to it.

Stanfield plans and arranges all displays and writes the advertisements. When he puts merchandise in the large windows, he arranges what he terms "a complete line." The screen door window showed the various types of doors and grilles available, together with other household replacement and maintenance items that normally are bought in the warm months.

"Selling is made easier when the customer is led to think in terms of related items," he said, pointing to the window adjoining the screen door window, which was filled with cleaning items. "That window is filled with a variety of cleaning items the housewife will need, especially at the time she installs a new screen door. Cleaning items represent repeat business. Well displayed, they get the attention of nearly every woman who visits the store. In fact, they have such universal appeal that we usually plan for the promotion of these items to tie-in with some related merchandise."

He pointed to the washing machines, shown just beyond the window filled with cleaning items. The large hand-lettered sign for the machines actually was a part of the window display. When women paused to look at cleaning items, their attention went from them to the washing machines.

"That is the value of large, backless display windows," he said.



At far left: gas ranges, considered "big-ticket" housewares by this dealer, are connected and ready for complete demonstration by trained salesmen at all times. Salesman Tom Miller, right, with the store for 51 years, and other salesmen are trained to demonstrate all housewares shown on the floor. Cleaning items, left, are aggressively promoted in the store's window displays.

## SELLS Hardware

"They do double duty by offering opportunities to connect window displays with other items inside the store. Our salesmen are trained repeatedly to sell every item we stock, and they do a fine job. But we don't feel that they would get very far in increasing volume if we did not put so much emphasis on good display for all housewares and related items.

"We count on display to encourage the impulse buying that makes the difference between stagnation and growth. If an item isn't seen in an attractive setting, it stands a chance of remaining in the store until the space it occupies

loses all profits for the owners."

At Caldwell Hardware & Furniture Co., almost as many men as women buy housewares. Display is partly the reason. Also, Malvern is an industrial city, where many married women have jobs and their housework is shared by both husband and wife. This fact has been given careful consideration.

### Replaceable Housewares

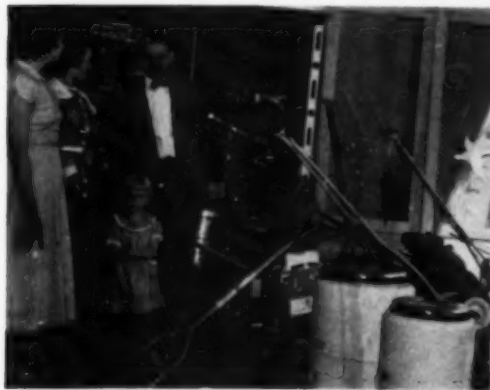
"We like to promote items that wear out and must be replaced," Stanfield said, "because we like to have the same customers come back. When a working couple goes

on a home-improvement spree, they will want to buy housewares every pay-day. Items for the bathroom, for example, attract the attention of many customers."

He pointed to a floor island display of toilet seats, bathroom hampers, towel bars, and plumbing replacement parts, set on a movable platform with swivel-type casters, which could be moved easily to any part of the store.

"When a customer buys one of these toilet seats, he will have a hard time leaving the store without getting something else from the display. We've planned the display to attract maximum attention and the salesman who serves the customer knows his merchandise."

The value of demonstrating certain housewares is not overlooked. A fruit juicer, electric mixer, coffee maker, pressure cooker, etc., is seldom passed on to the customer without the salesman giving a brief and active demonstration.



Screen doors and grilles are attractively displayed and clearly price-marked to attract attention.



Bathroom replacement parts, popular with home-owners, are displayed on a movable floor island.



*open account?*

*cash-and-carry?*

*credit terms?*

*installment plan?*

***Here's how one dealer is --***

## **AVOIDING CREDIT LOSSES!**

**S**HOULD THE RETAIL hardware dealer permit a credit customer to buy beyond his ability to pay? Or should the dealer say, "That's enough!" and antagonize the customer?

William J. Sibert, owner of Sibert's Hardware, Gadsden, Ala., looks back to the early 1920's, when the deep economic recession found his firm carrying a heavy load of accounts receivable, for the answer to that question. Along with everyone else, Sibert's reeled with the blow that fell in mid-1920, and credit losses almost put an end to the store's operation. That was the cross-roads for Sibert's, and the 45-year-old firm has followed a cash-and-carry policy ever since.

Sooner or later, the average hardware dealer comes to such a cross-roads, he said. A sign point-

ing in one direction says Open Credit; another pointing in the opposite direction reads Cash-and-Carry. The hardwareman must turn into one of these roads, after deciding whether or not to extend credit to his customers—or continue operation without benefit

of a definite sales policy.

Like his father before him, Bill Sibert looks upon a past due account as a total loss. During the short, but sharp, depression of the early 1920's the company made no effort to repossess implements

*(Continued on page 74)*



Customers, including the farm trade, find Owner William J. Sibert's cash policy satisfactory, and seldom ask for credit. Avoiding credit losses and tedious record-keeping are only two of the many advantages that resulted from his policy



**\$40,000 annual volume from**

## **Electrical Supplies**

**A broad inventory plus planned displays win the business of both home-owner and contractor**

**S**ALES OF ELECTRICAL supplies add \$40,000 to annual gross volume for National Hardware, New Braunfels, Texas. The store's broad inventory of this line of merchandise has won the business of both electrical contractors and individual home-owners.

"Contractors in a small town like this cannot afford to carry a large inventory," said Tom Cater, manager of the business. "Furthermore, even if they could afford it, it would not pay them to go to the expense of maintaining warehouse facilities. It is less expensive and more convenient for them to get their electrical supplies from us."

Approximately 50 percent of the store's sales of this merchandise

are to individuals. And along with the demand for wire, service entrance boxes, lamp cord, service entrance cable, and conduit, there follows a steady demand for fixtures and lamps.

Various types and sizes of wire are featured in small coil form, atop a counter reserved expressly for this purpose.

"The small coils," Cater said, "make it easier for customers to determine their needs before buy-

ing. Also, these small coils are easier for our sales personnel to handle. It is not unusual for a sales lady to wait on a customer for wire."

And to make wire sales even more simple and easier for salesmen to handle, the store has a device for measuring wire. The small coil is placed on a pedestal, and the end of the wire is pulled through a meter which records the length as the wire goes through. The wire is then wound, as a crank is turned—as neat and simple as a lady handling and measuring yardgoods in a department store, Cater said.

"Customers would not care to wait, if we had to juggle the bulk coils of wire as we receive them.

Each of the many types of wire handled by the store is in a small coil and clearly price-marked. After the customer selects his wire, above, Cater measures and cuts it according to the customer's needs.

left





Neither would it be profitable for us to handle wire under those conditions. There would be too much time lost—and our sales personnel would be prone to tell the customers that we were temporarily out of a certain size, should they have to go to the warehouse and wrestle with a few hundred pounds of wire in order to fill the order."

Measuring the wire on this device interests most buyers and saves them time as well. Many customers browse around the store and select other items while the wire is being measured.

"Wire comes first," Cater said. "The customers buy their wiring needs—which includes cable, conduit, and entrance boxes. Then they are ready to look at fixtures. These are what we like to sell, and we carry 100 various types. They are steady sellers, not only to individuals who are adding a room or two to their homes, but to customers who are undertaking a modernization program.

"It's a fact that people tire of electrical fixtures just as they tire of wallpaper, for example. Fixtures become dated, and for most people they have outlived their usefulness."

By the middle of October, Cater's lamp display is practically depleted. "We like to reduce our lamp inventory at this time," he said, "for we want the space to show new lamps for Christmas. But we want to postpone our Christmas display of lamps until the middle of November. Then they are fresh for the Christmas shoppers. We make it a practice to



A wide selection of lamps is necessary to create appreciable volume, Cater believes

show something new for our Christmas trade. This has a tendency to liven up the display and provoke a new interest in lamps. In a town this size, we must depend almost entirely on regular customers. We have to provide surprises for them in order to hold their interest and prevent their buying in San Antonio, which is just a few miles distant. That city is our largest competitor in this respect."

According to Cater, a wide selec-

After purchasing their wiring needs, customers inspect the store's 100 various types of fixtures. Lamps are promoted vigorously at Christmas, with new models displayed at that time, to provoke new interest and compete with large stores

tion of lamps is necessary to create any appreciable volume. Today, customers seldom purchase a lamp because they need one. They see one they want, and they buy it for its decor, rather than its usefulness.

"Farmers are no better customers for wire and fixtures than people living in town," Cater pointed out. "Perhaps more of them do their own work, but we get the electrical contractors' business, and it is immaterial to us who does the work. We are interested only in selling the wire and fixtures, as well as the accessories.

"By having a complete stock, we have become recognized as electrical headquarters in New Braunfels. Buying in quantity and being set up to handle this type business makes it a profitable year-round proposition for us.

"Also, we have no advertising expense to charge against this department. Customers come here, assured that they will find what they need and want in the way of wire and fixtures, all under one roof."

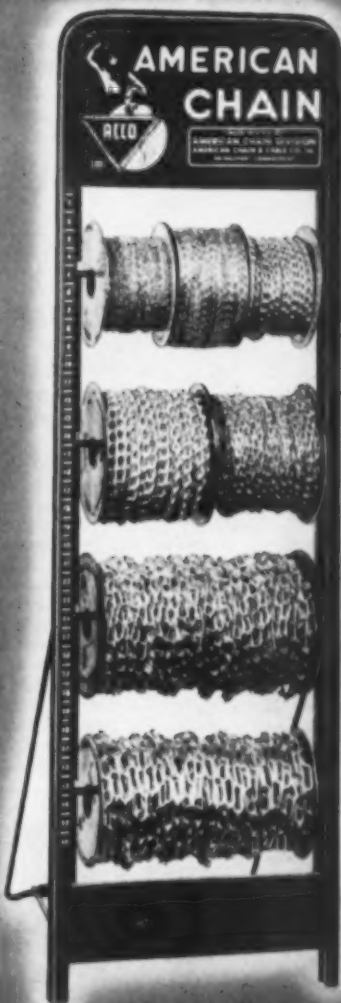
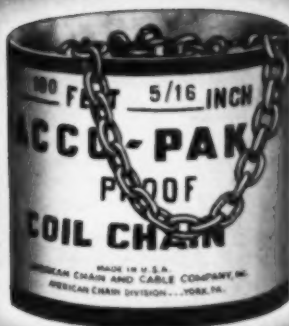
## 43% Annual Volume from Two Specialty Lines . . .

(Continued from page 53)

likely to buy plumbing and electrical fixtures to install themselves.

Other quantity sellers to these residential customers are metal tubs, buckets, and ladders of varying types, as well as builders hardware and tools—items which naturally tie-in with plumbing and electrical items. Such merchandise is arranged in mass displays, the theory being that customers who see merchandise in large amounts are more apt to buy in large quantities.

R. V. Martin Hardware Co. was opened by R. V. Martin, Sr. in 1925, and continues to operate in its original location. In 1946 the business was sold to his son, R. V., Jr., and C. W. Hart.



### AMERICAN Favorites

• These popular AMERICAN chains are bread and butter items. There is a demand for them every day — particularly now.

Chain is easy to sell if you show it—get it out where customers can handle it. The ACCO Chain Sales-Maker and ACCO-PAKS are dandy display pieces that will definitely increase your chain sales.

Order these "American favorites" now from your AMERICAN CHAIN wholesaler.

**ACCO**



**AMERICAN CHAIN DIVISION  
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American  
Chain**

**Though annual sales are high up in the six-figure bracket, this dealer's policy is to buy from only a few suppliers, maintain practically no warehouse stocks, and keep his inventory moving rapidly. Result: A high rate of stock turn and better net profits**



## ***There's no profit in***

**—By—  
Baron Creager**

## **WAREHOUSE STOCKS**

**T**HE NORMALLY - SUBSTANTIAL item of operating expense in a retail store is down to the irreducible minimum, turnover is accelerated to the maximum and inventory control is improved and more accurate with elimination of warehouse stocks at Six Points Hardware in Corpus Christi, Texas.

Owner R. A. Humble admits it is impossible to operate without some warehouse space. For him, however, there are no warehouse stocks except in perhaps half a

dozen lines handled, with strict limitation to unavoidable even in these.

That explains the pint-sized warehouse room in the rear, for it is Humble's contention that stocks turn over only on the sales floor, that there is no profit to be realized on stock stored in a warehouse.

So the stocks are maintained in entirety on display on the sales floor, with multiple selections and multiple items. Stocks are replenished promptly by watchful

salesmen and salesladies who double as department managers and do the buying. They have the time to sell, manage and buy because another store policy binds them to buy from only six suppliers, thus eliminating time spent with numerous salesmen.

The name of this retail establishment—Six Points—carries local geographic significance since it is derived from location, approximately at the confluence of six streams of suburban traffic.

Humble bought it as a going concern, then occupying space 28 by 30 feet, in 1941. Since then, successive expansions have obliterated partitions in all directions, resulting in a store 40 feet on the front by 125 deep for a total of 5,000 square feet.

Out of this comes a raised, open dais, about 10 by 10, crowded to accommodate Humble's desk and a bookkeeping department of two. Out of it, too, comes the "warehouse," a room no more than 25 feet square. So of the 5,000 square feet afforded by the building, 4,325 square feet, or slightly more than 86 per cent, is available for



**Above, Owner Humble with the 8-drawer register. Each sales person has his own assigned drawer for making change. Left, multiplicity of items is stressed in displays, and warehouse storage space is minimized**

## 43

AT BOOTH NO. 1, I





Located in a busy shopping center, Six Points Hardware has no warehouse stocks except in perhaps six lines, with strict limitation in these

display and sales, and that space is utilized to the fullest.

Humble's warehouse policy was discovered after it was noted that in most lines of merchandise there were four, six or even more of each item on display. In tools, for example, there were 17 types of hammers on display. Except in the case of specialty hammers there were four or six of each hammer, and Humble explained that every line displayed is a complete line, with no surplus stocks in the warehouse.

"A hardware stock should turn as often as possible in a year," he said, "and if you get it out on the floor there is a better chance to get multiple turnover."

"Our customers don't go to the warehouse to hunt what they want. We can't sell it until we get it out of the warehouse onto the floor. We use the warehouse only for items we must buy in quantity and 75 percent of the warehouse stocks is in that category—housewares, china, lawn mowers. We try to keep the warehouse cleaned out, too. At the season's end I would rather sell leftovers at cost than have the storage problem, and the attendant expense. Operating a warehouse merely adds expense. And by having a manager who is constantly stock conscious, we manage to keep storage down and the inventory in line."

The normal sales force at Six Points Hardware consists of Humble, two who are in sales only, and four doubling in sales and management, a total of seven. On Saturdays and before Christmas there is extra help.

Although all sales people work all over the store when necessary, there are four distinct depart-

ments. Giftware includes pottery, pictures and various gift lines. Hardware groups paint, tools, power tools, builders hardware, nails, bolts, brooms, mops and garden tools. Sporting goods takes in guns, ammunition, fishing tackle, competitive sports and outdoor equipment and toys. Housewares include gadgets, pots, pans, glassware and china.

"There are several advantages in having a store departmentized with department managers," Humble commented.

"In addition to buying, department managers are responsible for handling returned merchandise, and complaints. Customers soon learn to respect the judgment of these key people and ask for them by name. If the managers more or less confine themselves to their department, they develop better product knowledge of merchandise in their respective departments.

#### Inventory Control

"But perhaps even more important functions are buying and control of inventory, which eliminates necessity for a big warehouse, and with it a substantial item of expense.

"Department managers are on the floor constantly, know what is needed and what is not needed. If anything is not selling in any one department, the manager knows it immediately, whereup we advertise that item and move it out, thus always avoiding any accumulation of dead numbers.

"Management like this provides almost fool-proof, at least quite satisfactory, stock control. These managers are closer to the mer-

chandise than any one man could possibly be. I never could keep the inventory down when I was doing the buying for the whole store."

During War II, Humble, like most other retailers, combed the supplier market constantly, buying everywhere, wherever he found merchandise available. That would probably be necessary in a repetition of such an emergency. But under prevailing conditions he defends as quite sensible his limitation to six of supplier salesmen from whom Six Points Hardware will buy.

"We are just as well off if we can get quantity and quality from a few," he contends. "Think of the time saved to department managers talking with salesmen! Why, if we let the bars down we could have three or four salesmen a day. That would be a hundred or more salesmen a month. By limiting calls by salesmen, we increase the sales by department managers, and we simplify our bookkeeping."

The policies of having department managers and limiting calls by salesmen create for Owner Humble, time to devote to civic and church work and time in which to greet old customers and meet new ones. With all of that, however, he is consistently the top salesman in the organization. He knows how much he sells and how much department managers sell because the tape from an eight-drawer cash register reports each salesman's total, and the grand total, at the end of each day.

Previously, there were three cash registers. Now the one does a better job, for every person who sells is assigned a key, which is punched before the amount of sale is punched. Each assigned key is geared to a corresponding drawer and whenever a sales person rings up a sale, he or she makes change from his or her one assigned drawer only. In heavy selling seasons it is necessary to double up on a few drawers.

"That register cost \$1,800," said Humble, "but it is worth every nickel of the price. At the end of each day the tape has our sales broken down by departments and individuals. Mistakes, where a sale has been rung up twice, which often happens, can be readily traced. Performance of departments and individuals is accurately reflected. And from the register tape it is comparatively easy for the bookkeeping department to

(Continued on page 82)

*Popularity is Important*



# Tapatco Leads in Popularity



For more popularity than ever before, Tapatco sleeping bags are now made in **FULL COLOR**. No. 54 — Forest Leader, above, has a maroon outer cover and a rich, maroon, gray and white lining. Kapok filled.

As a dealer you know that nobody fools the public long. Shoddy merchandise may sell well for awhile, but pretty soon customers catch on and then — boom! One test of *good* merchandise and *good* value is *continuing popularity*. That's why more and more dealers are featuring Tapatco year after year.

Why don't you tie in with Tapatco this season? The line is complete and the merchandise is *right* for profits. Its popularity is proof! Ask your jobber, or write us.

**THE AMERICAN PAD & TEXTILE CO.  
GREENFIELD, OHIO**



No. 50 — Boys' Favorite — Dark green color, tan lining. 80% wool, 20% cotton filled.



No. 66 — Eskimo — Shamrock green with beautiful red and black plaid lining. Kapok filled.



No. 68 — Nomad — Beige outer cover, bright red, black and yellow lining. Kapok filled.

**Tapatco . . . You Can't Buy Better to Save Your Life**

*To Serve You Better...*

ROUND SEATTLE CHAIN CORP.  
Seattle 8  
 ROUND SEATTLE CHAIN CORP.  
Portland 10  
 THE ROUND CHAIN & MFG. CO.  
Chicago 38  
 THE CLEVELAND CHAIN & MFG. CO.  
OHIO HOIST & MFG. CO.  
THE PLATING AND GALVANIZING CO.  
Cleveland 5  
 THE BRIDGEPORT CHAIN & MFG. CO.  
Bridgeport 1  
 ROUND WOODHOUSE CHAIN & MFG. CO.  
ROUND ALLOYS MFG. CO.  
Trenton 7  
 ROUND CALIFORNIA CHAIN CO.  
So. San Francisco  
 ROUND LOS ANGELES CHAIN CORP.  
Los Angeles 54  
 THE SOUTHERN CHAIN & MFG. CO.  
Birmingham 4

*There's a*  
**Round CHAIN COMPANY**  
*right in your territory!*

#### ROUND CALIFORNIA CHAIN CO.—

an important link in the nationwide Round Chain organization — is under the direction of J. D. Cavan, a Round veteran of 15 years. Like all other Round Chain Companies, Round California supplies a complete line of welded and weldless chain, slings, chain hoists, electric hoists, trolleys and winches. Sold exclusively through wholesalers and distributors.



J. D. CAVAN

*Welded & Weldless Chain for Every Purpose*

- Commercial
- Industrial
- Automotive
- Farm
- Marine
- Logging
- Marine
- Oil Field
- Railroad

RELATED ROUND PRODUCTS

Chain Hoists and Accessories • Trolleys • Hoisting Machines • Trolleys  
 Wire Ropes • Electric and Pneumatic Hoists • Steel Shackles • Winches

**Round CHAIN COMPANIES**

#### More Profits from Power Tools . . . .

(Continued from page 50)

additional source of profit—selling the parts and accessories for power tools which customers have bought elsewhere. We feel that every time a mail-order house or competitor who does not carry a parts and accessories inventory makes a sale, he is creating a new customer for us.

With all of these advantages in operation on a practical scale, our next step has been to insure that the power tool department gets plenty of publicity and attention. The most effective means of doing this, we have found, is to carry out all-day demonstrations in the store windows, at least twice a year and sometimes more often. Working closely with power tool manufacturers, we insist that each guarantee us factory-representative demonstration in that frequency, and all have done so.

All of our demonstrations are announced by not less than two and often as many as five newspaper ads, the manufacturer sharing the cost of the ad where larger spreads are utilized. Each ad shows a photograph of the power tool in use, with the headline "All-Day Demonstration!" Below is the date, and an invitation to come in and meet the manufacturer's representative, and ask questions.

The factory representative, with a special platform set up behind our main display window, turns out furniture, puts various power tools, such as circular saws, drill presses, routers, sanders, hand drills, twist drills, lathes, etc., through their paces, and we give away the resultant handiwork to interested prospects.

After the initial ad, we run smaller one column by 12-inch ads, illustrating several of the power tools which will be used, with the headline "All-Day Demonstration Today." Such active demonstrations, although they involve a great deal of work in preparation and cleaning up afterwards, are by far the most valuable sales-builder the hardware dealer can use.

Over the year, we average a power tool ad at least once every two weeks. Again utilizing the "co-operative" ad principle, we have found that frequent reminder ads are extremely important. We may show only one popular, nationally-advertised tool at a

# stir up sales

## *with*

### *American Gold Strand Insect Screening*

Available in Galvanoid, Bronze or Aluminum—screening that meets every customer requirement.

### *Clinton Standard Hardware Cloth*

In all standard widths and meshes; unrolls flat for easy handling. Supplied in steel-banded rolls of 100 feet.

### *Clinton Hex Mesh Netting*

Has a wide range of usefulness for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures.

### *Perfection Door Springs*

Made of selected wire, available in black japanned and galvanized finishes.

### *Quick Hitch Gate Springs*

A rugged spring for heavy doors and gates. Made of oil-tempered wire.

### *Wissco Flexible Wire Clothes Line*

Long-wearing, strong, flexible, rust-resistant. Smooth, lustrous surface. Coils of 50', 100' or connected lengths.

### *Wissco TV Guy Wire*

Makes a permanently taut guy wire for TV antennas; lends itself to quick and convenient installation.

THE COLORADO FUEL AND IRON CORPORATION • Denver, Colorado  
THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland, California  
WICKWIRE SPENCER STEEL DIVISION • Atlanta • Boston • Buffalo  
Chicago • Detroit • New York • Philadelphia

## WICKWIRE HARDWARE PRODUCTS



PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION  
OF THE COLORADO FUEL AND IRON CORPORATION



# Step ahead with Heddon

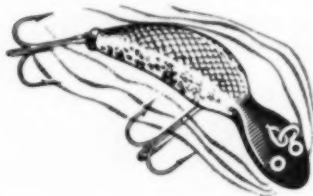
'52 PROVED IT!

ITS WIGGLE PACKS A WALLOP!

Heddon's Terrific TADpolly

"Hotter than hot!" "Going great!" "Can't keep 'em in stock!" That's the word from all over the country for the year's bait sensation—Heddon's TADpolly. Sweetest-selling wiggle you ever saw. For bass, pike, walleyes, muskies, large trout. Headed for a new sales record in '53!

FLOATING-DIVING  
3/4 oz.—12 colors  
Each \$1.35



LOOK! The TADpolly has a pup for spinning!

TINY TAD Brand New for '53

Spinning version of the great TADpolly. Same tantalizing action, eight popular patterns. Sure to be a best seller. 1/5 oz.—price each \$1.35.

NOW COMES ANOTHER Smash Hit!  
The unique new Heddon SCISSORTAIL

Another new Heddon bait—another smash hit! That's the new Heddon Scissortail. A patented Heddon design—like nothing you've ever seen before. That split tail scissors through the water with an action that drives fish fighting mad. Coupled with a snake-like slither, and top and bottom flash, it's a triple threat, for all sportfish. Runs shallow on slow retrieve, deeper down on fast retrieve. Sure to be a best seller—get your order in early!



SINKING  
3/4 oz.—8 colors  
Each \$1.50

TINY TRD Going Great for Spinning!



TINY HUNT  
(Sinking)

TINY TORPEDO  
(Surface)

TINY LUCKY 13  
(Floating-Diving)

For ultra-light casting and trolling, too. Weight each 1/5 oz.—price each \$1.25.

And the new TINY GO-DEEPER RUNT



Spinning version of another great Heddon bait, with the same deep-running, fish-catching action. 3/4 oz. \$1.35.

STILL AMERICA'S TOP SELLERS  
RIVER RUNTS

All-time favorite baits for all sportfish.  
\$1.35 and \$1.50.



ALL NEW

and all

Terrific!







## Terrific TADpolly • 4 Great New Baits 24 New "PAL" Tubular Glass Rods New Spinning Reel • New Accessories

Step ahead • Stock up • Order early from your jobber

**New!**

**Heddon's OWN Spin Pal**  
Heddon Designed—Heddon Built! Foolproof

**Spinning Reel  
Pickup Device!**



**\$25.00**

Left or right hand

At last—the all-around spinning reel fishermen have been hoping for! It's the great new Heddon SpinPal... with absolutely foolproof pickup device. No more fumbling, no more line fouling—reversing handle automatically moves pickup device completely out of the way.

- Handle reverses to release line from foolproof pickup device.
- Oversize clutch provides smooth, positive drag.
- Anti-reverse button prevents handle reversing when playing large fish.
- Both left and right hand models.
- Cast aluminum frame, treated for complete protection in salt water.

- Spool properly beveled for smooth slip-off of line.
- Collapsible handle—no tools needed.
- Coin-slot plug for easy lubricating.
- Precision machined bronze gears for smooth, silent operation.
- Two spool sizes available for adequate line capacity.

Simple, lightweight, rugged. Soundly engineered by Heddon for years of service and fishing pleasure. A standout value that will practically sell itself.

## America's finest, most complete line of TUBULAR GLASS RODS

Man, what a line-up for '53! Twenty-four great new Heddon PAL Tubular Glass rods—far every purse, far every purpose. And every one Heddon designed, Heddon built! That means famous Heddon quality and action—unmatched in any other rod. Better get your order in early!

**PAL TUBULAR GLASS BAIT CASTING RODS.** Three models—Superlative, Standard, Universal—with the finest casting action ever built into any bait rod of any material. Extra light, light and medium actions—4½, 5, 5½ and 6-ft. lengths—from \$12.50 to \$25.00.

**PAL TUBULAR GLASS SPINNING RODS.** Specially designed reel-locking handle. Three two-piece models—light and medium actions

—6, 6½ and 7-ft. lengths—from \$17.50 to \$45.00. Two one-piece models—light and medium actions—6, 6½ and 7-ft. lengths—\$17.50 and \$27.50. One two-piece saltwater model—9-ft. length, \$30.00.

**PAL TUBULAR GLASS FLY RODS.** Four three-piece models—8, 8½ and 9-ft. lengths—from \$22.50 to \$50.00. Three two-piece models—7½, 8, 8½ and 9-ft. lengths—from \$17.50 to \$45.00.

**PAL TUBULAR GLASS SPECIAL PURPOSE RODS.** Riptide casting and trailing rod—light and medium actions—5, 5½, 6 and 6½-ft. lengths—from \$18.50 to \$22.50. Standard salmon and steelhead rod—two-piece model—9-ft. length—\$27.50. Standard ocean bait rod—8½-ft. length—\$27.50.

**PAL TUBULAR GLASS SALTWATER RODS.** Official Specification Rods, for every kind of saltwater fish. Five different weight tips—4, 6, 9, 12 and 15-oz.—from \$30.00 to \$37.50.

**All backed by the most powerful national advertising in Heddon history!**

**ALSO NEW!** Husky Flapball Bait—new "Sparkle" finish for baits—4-way, all-purpose Downrigg Float—Gull-Sink loader-sinking compound—Super-Soft Nylon Monofilament for spinning—Super-Soft Nylon Monofilament assortment—Pal-on Nylon Squidling Line.

**it's Heddon** for sales in '53

JAMES HEDDON'S SONS 2409 West St., Dowagiac, Michigan

# Eclipse

## ROTARY POWER MOWERS

introduce  
revolutionary advances

Loaded with advantages and features far beyond anything found in today's ordinary rotary mowers, these two new Eclipse models are here just in time to cut you a big share of the new high demand for power mowers forecast for 1953. Designed with the specialized skill that has made Eclipse the "buy-word" in mowers for over 50 years... these new models offer undreamed of safety, economy, trouble-free performance and maneuverability... just what your prospective buyers have been looking for.

➡ **ADD UP** these "PLUSES" ...and you'll know why there's more profit in featuring Eclipse

A complete line of hand and power mowers identified by the best known name in the business... exclusive and outstanding features... profitable accessories... nationwide acceptance... consistent powerful national advertising... an unmatched reputation for quality... a warranty with every model... outstanding dealer relations... availability of parts and service... hard hitting sales and promotion support in your local market and a lot more we would like to tell you when you...

➡ **WRITE** for the full story of Eclipse Lawn Mowers and the Eclipse Franchise

### THE ECLIPSE LAWN MOWER CO.

*Division of Buffalo-Eclipse Corporation*

4009 Railroad Street    Prophetstown, Illinois

Model names are registered trademarks of The Eclipse Lawn Mower Co.



Speedway 32"



Vogue 16" and 18"



Parkhound 21"



Rollaway 25"



Rocket 20"



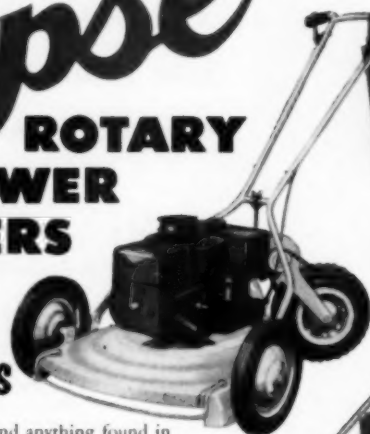
Tornado 800-36"



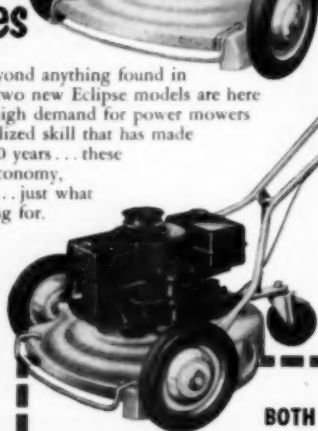
Lark 18"



Model L 16" and 18"



**NEW**  
POWER  
PROPELLED



**NEW**  
HAND  
PROPELLED

convertible to power propulsion through addition of power-driven caster wheel.

### BOTH NEW ECLIPSE ROTARY MOWERS PROVIDE OUTSTANDING FEATURES

- 1 Extra safety of specially designed steel housing. Cutting knife does not project.
- 2 No windrows... no raking... mulches grass... spreads cuttings evenly... pulverizes leaves.
- 3 Convenient cutting height adjustment from 1 to 3 inches.
- 4 Exclusively designed cutting knife of hardened special carbon steel, full 20" cut.
- 5 Eclipse own shock absorbing coupling blade to engine.
- 6 Famous Eclipse Natural Grip adjustable tubular steel handle.
- 7 Power driven caster wheel turns full 180° (can be added later if desired.)
- 8 Correctly balanced weight for best performance.
- 9 Finger-tip throttle control and governor.
- 10 Finger-tip clutch control on power-propelled model.
- 11 Briggs & Stratton 4 cycle, 2 hp. vertical shaft type engine.
- 12 Uniform cut on lawns, weeds and heavy grass.

time, or as many as a dozen. In any case, we see to it that newspaper readers are reminded of our power tool inventory as frequently as possible. Such slogans as "Help Yourself to Happiness" help to bring in the hobbyist, while "Shape and Carve Wood Like a Professional" has appeal to the more advanced carpenter or cabinet-maker. We put a lot of emphasis on the professional, and slant much of our advertising toward smaller building contractors, carpenters or handymen.

After five years of promotion on this basis, we have determined that the "professional" is our best customer. At least 50 percent of our power tool volume is sold to men who will utilize the tools in making their own livelihood, and approximately 50 percent of this volume is in cash. We offer 30-day open accounts, layaway, and time-payments, if desired. By regular use of direct mail to all of the contractors in the area, and as a result of constant demonstrations and the accessory line described above, we feel that we are dealing with probably 85 percent or more of the "professional" users of power tools in the area. Demonstrations, accessories and completeness of the line likewise appeal to the home craftsman, or basement hobbyist, who is becoming an increasingly important factor in this market.

If the dealer will observe all of the foregoing points, and go to whatever lengths are necessary to insure that he meets them, power tools can become one of his most profitable specialty departments.

•

#### Radio Advertising

(Continued from page 52)

tising, well-planned displays, a wide inventory, and properly trained sales personnel, Reynolds lists ample parking space and a friendly atmosphere as two of the most important factors in the growth of a suburban store.

A fountain in the rear of the store furnishes ice water to customers. And there is plenty of conversation, should one want to talk. "That's how I learn what people want, by talking with them," Reynolds pointed out. "And when I know what they want, I get it. I'll stock practically anything, if enough people say that they want it."

When asked if he thought that



... in STONE it may be

MARBLE,



GRANITE

or LIMESTONE ...



But in **HARDWARE**  
it's **McKINNEY**



DESIGNERS AND MANUFACTURERS  
OF QUALITY HARDWARE SINCE 1865




**McKINNEY**

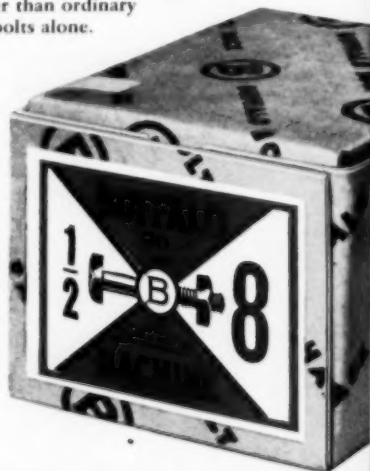
MANUFACTURING COMPANY

1715 Liverpool St., Pittsburgh 33, Pa.



# You can't handle a better line of bolts

**HERE'S WHY...** 1. Circle  bolts are made from high quality selected steel by the most modern methods and machines. 2. Circle  bolts are packed in clearly-labeled, sturdy corrugated board containers that simplify your handling and stocking. 3. Circle  bolts are concisely cataloged in a useable book that makes specifying and ordering easier, faster and more efficient. In addition, this complete line of quality fasteners, with all the *plus* features, is no higher than ordinary bolts alone.



## BUFFALO BOLT COMPANY

Division of Buffalo-Eclipse Corporation

North Tonawanda, N. Y.

Sales Offices in Principal Cities

PRODUCERS OF CIRCLE  PRODUCTS

BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



NUMBER 51 identifies the latest catalog available. If you don't have a copy, we'll gladly send you one upon request.



"The Old Trader" radio program had performed a good job, Reynolds was emphatic, "I'm sure it has. Listings for the program have come from as far away as Tallahassee. Why, just today I sold \$86 worth of paint to some people who had stopped for a traffic light, heard the program and headed for the store. And, after all, aren't sales the final proof of success for any advertising program?"

### Christmas Promotion

(Continued from page 55)

effective, but in our experience are impractical for a neighborhood store. They reach hundreds of people who cannot buy from us because they live too far away. Therefore, we use a neighborhood newspaper that circulates in this part of the downtown area. In this way, we are reaching only people who can buy in this store. Moreover, the neighborhood paper has much reader interest which assures attention to our ads. It reports the comings and goings of neighborhood families, in the style of a country newspaper."

Display also plays a major role in Corwin's traffic-pulling plan. Coincident with the start of strong Christmas advertising, the store is re-arranged. Toys are moved up to occupy the entire front of the store. Windows are changed to feature different toys every week. Such care is taken in window arrangement that the store won first prize in a Christmas window contest sponsored by the businessmen's association on Corwin's street last year.

At the same time the store is re-arranged, Christmas decorations are put up. A small investment in display material is money well spent to give the store real Christmas spirit, Corwin pointed out.

His conception of customer service keeps these Christmas customers coming year after year and is his best weapon in fighting downtown competition. Like the larger department stores, Corwin offers delivery service. But unlike many of them, he arranges for deliveries to be made on the date promised, and as near the exact hour as possible. Also, the delivered merchandise is wrapped carefully, so that suspicious youngsters cannot discern the contents and know what they will get for Christmas.

"Also, with autos, fire engines,



# you'll kick yourself Nov. 4

*if you don't register now*

No doubt about it. This is going to be the most exciting—the most important—election in years and you won't want to be left out. But you won't be able to do a thing about it—*unless* you are registered.

That goes for all your relatives and friends and neighbors, too. So help them as you help yourself.

Find out **WHEN, WHERE, and HOW** to register. Then pass the information along to all your friends. It's easy to get. Just call your local office in charge of elections, your City Hall or County Court House. Do it today! If you don't you'll kick yourself for passing up the chance to have your say on election day.



THE  
TWINE

FISHERMEN  
DEPEND  
ON

*Gold Medal*  
QUALITY SEINE TWINE

Fishermen everywhere insist on Gold Medal Seine Twine because they know they can depend on its superior quality just as they have for generations.

They know the specially selected, carefully spun long staple cotton that goes into Gold Medal Seine Twine makes it the twine that will last longer, and mend and knit better nets because it ties right, hangs without kinks or twists.

This is the same twine used in famous Gold Medal netting.

*Gold Medal*  
THE LINEN THREAD CO., INC.  
Successor to American Net and Twine Company

418 Grand Street, Paterson 1, N. J.

Chicago 10, Ill. • New York 17, N. Y. • Boston 10, Mass. • Baltimore 3, Md.  
San Francisco 5, Cal. • Gloucester, Mass.

trains, etc., we render an additional service," Corwin pointed out. "What non-mechanically minded parent hasn't fumed at the necessity imposed on him by big stores of assembling some types of toys? The business district stores here only very grudgingly assemble a toy, and when they do, they charge from \$1 to \$1.50 for the service. We assemble everything that goes out, and at no extra charge. Service of this type keeps customers coming back to my store during and after Christmas."

#### Fishermen's Swap Board Lures Tackle Customers

(Continued from page 55)

approximate center of the sporting goods department, at a point where it is clearly visible to passers-by and store patrons. During the spring and summer months, the store's front door remains open during working hours, so that potential lure customers catch a glimpse of the well-filled board. As a result, the owners believe that new customers are being drawn into the store.

Many fishermen who come in to swap lures are attracted to other sporting goods or allied lines, and make substantial purchases before leaving the store. These impulse sales are helping to minimize the quantity of merchandise which must later be sold at or below cost.

Ray and Lindsey set the stage for this volume when they massed at one side of the swap board such items as tackle, bait boxes, lines and nets, etc. On the other side they placed paddles, ammunition, and a diverse assortment of sporting accessories. Shelving is fairly shallow in this section of the store, in order that merchandise may be displayed to best advantage.

Lures are accorded full-scale display at this store during fishing season. Besides being placed in prominent points on shelves and counters in the sporting goods department, heavier lures and tackle are attached to heavy nylon thread, strung across the store's two front windows.

#### Avoiding Credit Losses

(Continued from page 58)

sold on time payments. It choose to accept its loss on open accounts that were long past due, rather

You are cordially invited  
to attend the Seventh  
**National Hardware Show**

October 6-7-8-9-10, 1952  
Grand Central Palace  
New York City

**FOR THE TRADE ONLY**  
Please fill out and mail the registration blank below  
for your admission badge.

- Meet and talk to over 650 leading manufacturers.
- Feel, see and compare the world's largest array of hardware and allied products.
- Get the latest trends on price, delivery and production.
- See new products shown to trade for the first time.
- Secure new lines and franchises on products.
- Learn about the latest merchandising plans and packaging presentation.
- Discuss your own personal merchandising problems with manufacturers.
- Secure a complete guide to intelligent buying for the coming year.

**BUYERS**—plan now to attend. Fill out and mail the registration coupon. Your admission badge, which will admit you without further registration, will be mailed to you.

**OCTOBER 6-7-8-9-10 • • GRAND CENTRAL PALACE, NEW YORK CITY**



**NATIONAL  
HARDWARE  
SHOW**

331 MADISON AVE., NEW YORK 17,  
MURRAY HILL 2-4802

**Registration Coupon**

Save time by registering NOW. Fill in and mail this registration coupon and your admission badge will be mailed to you. Please check below if you wish us to make hotel reservations for you. (Please Print).

Name \_\_\_\_\_ Title \_\_\_\_\_  
Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Type of Business \_\_\_\_\_

Please check below the classification of your business

- ☐ Wholesaler ☐ Retailer ☐ Dept. & Chain Store Buyer  
☐ Importer-Exporter ☐ Mfrs' Agent ☐ Manufacturer ☐ Other  
☐ Please send us your hotel reservation blank.

Minors under 18 yrs. of age will not be admitted under any circumstances

# NEW tempered



**PYREX Flameware Saucepans**  
 1-quart size, \$1.95  
 1½-quart size, \$2.25  
 2-quart size, \$2.45

**PYREX Flameware Double Boiler**  
 1½-quart size, \$3.45



## The biggest news in

**Now, PYREX FLAMEWARE** is smarter-looking, more modern than ever.

### New Styles!

Each piece matches. You can sell them as single pieces or as matched sets. *No increase in price* for this new line! The women who've seen the new designs, love 'em. Here's why:

1. It's tempered—extra-strong and durable.
2. Lets you see what's cooking at a glance.

3. Lock-on covers—for easy, one-hand pouring.
4. Stay-cool handles that fit the hand.
5. As easy to wash clean as a dinner plate.
6. Extra-broad bases give added stability.

Yes, take a look at the new Pyrex line.

It's backed by the biggest advertising and promotion push in the history of the business.

Not just one ad. Not just black and white. But

**PYREX**  
BRAND

flameware



PYREX Flameware Percolators

4-cup size, \$2.45

6-cup size, \$2.95

9-cup size, \$3.45



PYREX Flameware Teapot

6-cup size, \$1.95

## housewares in 10 years!

full pages, in full color, in LIFE . . . the nation's biggest, most successful magazine for moving merchandise in your town—every town!

The first consumer ad will be a two-page spread in color in the Nov. 3 issue of LIFE.

So, take advantage of the multiple sales opportunity and promote *matched sets*. Take advantage of the advertising. Order from your regular PYREX Ware distributor today and get your stock on hand. And stand by for the crowds!



### FREE DISPLAY UNIT.

New, free, flameware display unit in full color that'll help make your store headquarters for the new PYREX Tempered Flameware. To get one, call your regular PYREX Ware distributor today.

"PYREX" is a registered trademark in the U. S. of Corning Glass Works, Corning, N. Y.



**CORNING GLASS WORKS**  
CORNING, N. Y.

# Profitable Chain Sales- roll off these reels!

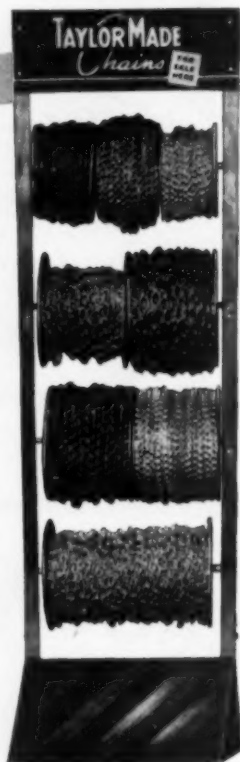


The Taylor Made Chain Display Stand is a *proved chain merchandiser*. It puts chain out in front of your customers—stimulates sales and profits. Ruggedly built—it holds up to eight reels—gives you a complete weldless chain department on less than two square feet of floor space. Size: 51" high, 16" deep, 16" wide. See your jobber for circular giving full details and suggested Taylor Made Chain Assortments.

**S. G. TAYLOR CHAIN CO.**

Dept. 25

Hammond, Indiana



## MANUFACTURERS OF

Cow Ties, Tie Outs, Anti-Spreader and Trace Chains plus a Complete Line of Welded Chain and Tire Chains for cars, trucks, buses, and farm tractors.

than add to the distress of farmer customers and thereby lose goodwill generally. The firm absorbed its losses and changed its way of doing business.

Ten years after Sibert adopted a cash policy, another economic catastrophe was closing the doors of many business houses and placing others on the financial sick list. But Sibert Hardware Company rode out the Great Depression with few anxious moments. Although volume fell rapidly, money went into the cash register, instead of into accounts receivable.

"We would have been finished in short order," Sibert said, "if we had carried the same credit load in 1930 that we carried in 1920." Today, his cash sales volume proves the willingness of most customers to pay cash in return for value, service, and courtesy.

Sibert's cash policy was not instituted merely as a precaution against future depressions. It was the periods of economic stress that exposed the weak link in his company's operation. "As far as we are concerned," he said, "it is bad business practice to give credit, both in bad times and good."

And he has good, sound reasons for this statement.

"In the first place, dollars tied up in merchandise charged by customers are not working dollars which would otherwise contribute to the building of the business. This drain on the dealer's working capital makes it necessary for him to have on hand additional capital to buy stock and pay for operating expenses. He has to keep sufficient cash on hand to meet his own bills when they fall due.

"Furthermore, it costs the dealer money to carry charge accounts. Keeping records, furnishing statements, and collection work all take time which could be applied to other duties, as well as add to the cost of operations. There also is the occasional expense of legal advice. After this outlay of the dealer's time and money, there still is no guarantee that there will be no credit losses. Some losses are bound to occur, no matter how hard you work on collections.

"The human factor comes into the picture when some customers over-buy on an open account. Then the question arises: Should the hardware operator allow a credit customer to buy beyond his ability to pay, or should the dealer stop the credit? Decisive action on the part of the merchant at this





# TOPS IN TOOLS!

These are the tools used by master craftsmen! They're power centered for accuracy—have perfect "hang" and balance. Lasting durability and beauty . . . forged from the finest high carbon steel, polished mirror smooth. Fire Hardened hickory handles resist weather and wear.

Take advantage of their instant acceptance by men who know and demand the best in tools by giving prominent display to these True Temper hammers and hatchets!

**TRUE TEMPER** Corporation  
Cleveland 15, Ohio

FOR OVER 100 YEARS MAKERS OF FINE TOOLS, FISHING RODS, GOLF SHAFTS



# A PAIR OF ACES!



Here's one game hardware dealers can always win because it's always Dealer's Choice . . . as well as Customer's Choice.

**SANDVIK HAND SAWS** and **SHARK BRAND CHISELS** are two of a kind—both are made from the same premium Swedish Steel—both are unexcelled in design and performance—both prove aces high with your professional customers—the carpenters.

When your customers use **SANDVIK HAND SAWS** or **SHARK BRAND CHISELS**, substitutes are a gamble because it's a sure bet they expect the *best steel* . . . Swedish Charcoal steel.



WRITE FOR THE

CATALOGS ON

**SANDVIK HAND SAWS**

**AND SHARK BRAND CHISELS**

## *Sandvik Saw & Tool*

Division of Sandvik Steel, Inc.

47 WARREN STREET  
NEW YORK 7, N. Y.

point often offends customers, who then go elsewhere to buy for cash. These are tough questions that you don't have to wrestle with when you operate under a cash policy."

Whether on regular charge account or on an installment payment basis, credit lends itself to certain types of retail businesses—but the hardware business and the credit business do not make a profitable combination, Sibert explained. "For the hardware dealer selling paint, nails, screen wire, shelf hardware, etc., on open account, credit is a riskier business than for the appliance or automobile dealer who sells on a sales contract basis and can repossess his goods if the customer fails to pay. But you can't repossess paint that already has been applied to the side of a barn, or work gloves that have done several weeks' work. What's more, Mr. Dead-Beat knows you cannot or will not repossess such items, so he feels no great urgency to pay up."

When some hardware items are in short supply and difficult to keep in stock, Sibert has a doubly good reason for selling on the cash basis. "You can't turn against a customer who is used to getting credit," he said. "If you have given him credit before, you are obliged to sell him the scarce item, or lose his patronage. Another piece of your working capital becomes outstanding, and you lose cash sales opportunities that arise after you have sold out of the scarce item."

A sizable amount of Sibert's volume is derived from farm trade. This would seem to make his successful cash policy an exception to the rule that farmers must have credit from one income period to another. However, Sibert points to the many changes that have taken place on the farm in the past decade or so. The farmer now is as good a cash customer as his salaried city cousin, contends Sibert, mainly because (1) farm income is higher than ever before, (2) farm income is steadier, (3) farmers are managing their finances better.

"These changes," Sibert explained, "obviously are the result of higher prices for farm goods, better farming methods, and better basic education. Another reason why farmers can more easily buy for cash is that nowadays many farm families have at least one member who is employed in a nearby city or industrial plant, thus helping to smooth out the

The  
people's  
choice

for highest quality  
caulking compounds

it's the  
fast-selling  
D-P Line!



No election necessary! Today, people demand top quality in what they buy . . . so when it comes to caulking compounds they choose D-P. Of highest quality throughout, D-P Compounds will not bleed, stain or discolor masonry. Guaranteed not to become hard or crack, they remain in a semi-plastic state to assure tight, permanent sealing!

Display them . . . sell them . . . for satisfied customers . . . greater turnover . . . more profits!

D-P GUN GRADE CAULKING COMPOUND • D-P KNIFE GRADE CAULKING COMPOUND

D-P SPOUTED CAULKING CARTRIDGES—

Both fibre cartridges and metal cartridges . . . contain 1/10 gal. of quality D-P Gun Grade, D-P "Clipper Caulk," new economy compound available in fibre cartridges.

CAULKING GUNS—Wire bail guns for cartridges only . . . Combination guns for use with either gun grade D-P Caulking Compound or cartridges.



MORE SALES  
WITH THE D-P LINE!

Send us your order NOW!

**THE DICKS-PONTIUS COMPANY**

DAYTON, OHIO    ALEXANDRIA, VA.    DECATUR, GA.



## VENTED CIRCULATORS



### The New Royal 75,000 BTU Circulator in the NEW RIBBED MAHOGANY BAKED ENAMEL FINISH

Four new sizes of Royal Vented Circulators 30,000; 35,000; 50,000 and 75,000 BTU non-radiant models have been added to this popular trouble-free and fast-selling line.

NOW, Royal has a complete range of sizes: 20, 30, 35, 40, 50, 60 and 75 thousand BTU, 40 and 60 thousand BTU models available with radiants.

Write for folder and price list

PERMANENT DISPLAY  
SPACE 1119-A  
MERCHANDISE MART, CHICAGO



**CHATTANOOGA IMPLEMENT &  
MANUFACTURING COMPANY**  
QUALITY... SINCE 1891

**CHATTANOOGA 6, TENNESSEE**  
MANUFACTURERS OF ROYAL CHEF GRILLS,  
GAS SPACE HEATERS, VENTED AND UNVENTED,  
VENTED WALL HEATERS, GAS LOGS, RANGE  
CONVERSION BURNERS, FIREPLACE  
FURNISHINGS

family's annual income."

Though his cash policy is strict, Sibert occasionally will make an exception. Following a precedent set by his father, he will often "sell" an axe, shovel, bucket, or plow part on "credit" to a needy family or farmer who is having a bad time. The charge slip goes into the handiest trash basket. This type of transaction increases one's working capital, Sibert said.

### Warehouse Stocks

(Continued from page 64)

keep up with figures for the monthly profit and loss sheet. This sheet is always ready by the tenth of the month, to include the first of the month, and it shows our inventory condition within 5 percent.

"Yes, that register cost money. But now I wonder how I managed

to run the business without it."

Six Points stocks are arranged on a theory, or policy, too. The theory is that almost everyone wants screws, nails or bolts, so hardware is at the rear, to draw traffic. Not everyone buys gifts, so the gift department is up front, as in most retail hardware stores.

Customers don't object to walking the length of the store for screws, bolts and machine screws, says Humble, because customers have learned that almost every size or type is stocked in those lines.

"An extra big stock in screws, bolts and machine screws doesn't take up much room," Humble has found, "and a big stock pays, especially a big, broad stock of machine screws. My customers know my stock is the biggest stock in Corpus Christi, that if they can't get the machine screw they want here, they can't get it in Corpus Christi."

## WHOLESALE NEWS

(Continued from page 46)

tackle being displayed the first of the year.

The mobile unit is under supervision of Jack McCrary, who has been with the company's shipping department for approximately five years, having joined with the idea of working up to a traveling salesman's job.

### Orgill Bros. To Build One-Story Warehouse

ORGILL BROTHERS & Co., hardware wholesalers in Memphis, Tennessee, have announced plans for the immediate construction of a \$2,000,000 warehouse. Construction of the new facilities will mark the fifth expansion within the past eight years of one of the South's oldest and largest wholesale hardware houses.

#### 600,000 Square Feet

The one-story warehouse will comprise approximately 600,000 square feet.

In describing the proposed facil-

ities, Joseph Orgill, secretary-treasurer of the company said, "This new warehouse, with its modern merchandise moving methods, will permit us to fill orders in the same manner Ford builds an automobile. The building will house an electrically operated conveyor system 5900 feet long operating on a chain set in the concrete floor. It will have a capacity of 590 trucks capable of moving 1,475,000 pounds of merchandise at one time. This conveyor will travel at a rate of 40 to 80 feet a minute and conveyor trucks can be detached at will, at any given point. The building will also house a traveling crane that will cover an area 100 feet by 300 feet and can lift from or to railroad cars or trucks."

A spur of the Union Railway will be extended to join the Illinois Central so that both roads can use the spur, with the warehouse having a set of its own tracks both inside and outside the building accommodating 35 freight cars.

With truck transportation gaining in importance, a truck loading

plenty of  
"go" with  
**Homko**



Reel Type  
and Rotary

# power mowers and Lawn Sweepers



Selling becomes easy when you feature the HOMKO line... more features—better construction—greater consumer demand. Powerful, national advertising in 15 leading publications will tell

45 million readers, month after month, in 1952 about the HOMKO Power Mowers and Lawn Sweepers. HOMKO wants to send you now full information about its complete line, mat service, displays and selling program. The ever growing demand for HOMKO products is your key to keeping plenty of "go" in your volume—plenty of profits in your sales.

**Nationally Advertised to  
45 Million in 15 Big, Powerful  
Magazines**

**Powered By Nationally  
Known, Easy Starting,  
2 and 4 Cycle Gas Engines**

**New Reel Type Mowers**  
—available in 18" to 30" walking and riding types. Easily maneuverable, sturdily built, finest features today.



**Rotary Power Mowers**  
—available in 16" to 20" gas and electric models.



**Fold Away Lawn  
Sweeper**—24" width, extremely large 6 1/2 bushel capacity. Sturdy bumper guard and fold away flat feature.



**WESTERN TOOL & STAMPING COMPANY**

2725 SECOND AVENUE • DES MOINES 13, IOWA





anything  
is easy

...with  
**STAR  
BLADES**

Why not make sales easy by selling your customers STAR hacksaw blades, frame and metal-cutting band saws? Over the years, you can't beat this combination of the best-selling line plus consistent advertising to your customers.

Remember—with the STAR line the first sale is easy, repeat sales are easier.

Sold only through  
recognized distributors

**CLEMON BROS., Inc.**  
MIDDLETOWN, N.Y., U.S.A.



Makers of Hand and Power Hack Saw Blades,  
Frames, Metal Cutting Band Saw Blades  
and Clemson Lawn Mowers.

1081B

bay has been provided to accommodate 60 trucks at one time. This can be raised to care for 110 trucks.

The building will be of tilt-up concrete construction and will be amply heated and illuminated and the merchandise will be protected by 37 separate sprinkler systems.

Mr. Orgill estimated that the building will be in operation by the end of 1953.

Edmund Orgill, president of Orgill Brothers & Co., stated that, "This new expansion is further proof of the wisdom of the original William and Edmund Orgill, who selected Memphis back in 1847 as their choice of the country's best location for a successful hardware business.

"The rapid growth of our newer electrical appliances, farm equipment, housewares, sporting goods and toy departments, along with our regular hardware, furniture, plumbing and electric supply business, has caused us to increase our space not only to care for today's business but also to permit us further expansion to keep pace with the South's phenomenal industrial and agricultural growth."

### Florida Wholesalers Catch Barracuda on First Trip

JOSEPH A. BUA, sales manager, and Frank Filocco, manager of purchases, Spicola Hardware Co., Tampa, Florida enjoyed fisherman's luck when they went on their first barracuda fishing trip recently.

Sailing on a 26-foot Chris Craft,

they left out of Minnow Creek, a little fishing spot between Dunedin and Ozone, Florida and fished about 20 miles out in the Gulf of Mexico. With them were Marty Foster, sales representative of the Southern Tackle Co., Emerson Springer, sales manager, and James H. Bradford, Florida representative, for The Continental Paint & Varnish Works.

The party hooked several large barracuda, but only two were landed, both of which weighed over 30 pounds. With the exception of Marty Foster, it was the first barracuda trip for all on board.

### W. Bert McDonough Dies in Chicago . . .

W. BERT McDONOUGH, manufacturers' representative, with offices in Jacksonville, Florida and home in Miami, passed away suddenly on August 7.

Having called on wholesalers in the Southeast for more than 30 years, Mr. McDonough was widely known throughout the hardware, mill supply and automotive industries.

### Texas Association Plans 12 District Meetings . . .

AN EVEN DOZEN district meetings for members of the Texas Hardware and Implement Association for early fall are announced by Ray M. Souder, executive director of the association, of Dallas.

As in former years, principal a

Joseph Bua, left, and Frank Filocco display the large barracuda caught on their recent fishing trip in the Gulf of Mexico



SOUTHERN HARDWARE for SEPTEMBER, 1952

tention of attending members will be focused on dinner meetings, each followed by an address by a recognized authority. But this year a new feature is being injected into the program.

In the afternoon of the day designated for each meeting, there will be two discussions of the round-table type, one for hardware owners and managers and one for owners and managers of farm equipment establishments. These discussions will be devoted almost exclusively to the problems of management in both fields and questions to be laid open for discussion by a moderator are being gathered in advance by the association.

Dinner meetings will be called at 7 p.m. in each instance and principal speaker of the evening will be Briant Sando, sales training and human relations specialist, whose background includes experience in sales promotion and advertising, with clients including Dale Carnegie and Elmer Wheeler.

The schedule calls for meetings in twelve widely-scattered Texas centers of population on the dates shown:

Dallas, Adolphus hotel, Sept. 22; Sherman, Grayson hotel, Sept. 23; Longview, Longview hotel, Sept. 24; Lufkin, Angelina hotel, Sept. 25; College Station, A. & M. Memorial Students' Center, Sept. 29; Houston, Ben Milam hotel, Sept. 30; Corpus Christi, Robert Driscoll hotel, Oct. 1; Harlingen, hotel to be announced, Oct. 2; San Antonio, Gunter hotel, Oct. 6; Austin, Austin hotel, Oct. 7; Waco, Roosevelt hotel, Oct. 8; Abilene, Windsor hotel, Oct. 9.

### National Hardware Show October 6 - 10 . . . . .

THE NATIONAL HARDWARE Show will open its doors at the Grand Central Palace, October 6-10, with 700 manufacturers exhibiting their newest and best products to buyers from all over America, as well as over 50 foreign countries.

Every available square foot of space at the Grand Central Palace has been taken for exhibition space, and this is the only show, trade or public, ever to occupy every foot of space for exhibition purposes at the Grand Central Palace.

According to Frank Yeager, director of the show, buyer registration for the 1952 show has reached an all-time high and the

value of merchandise on display is far greater than any previous show. Exhibitors are placing great emphasis on their new merchandising plans and new products.

Mr. Yeager also stated that each buyer attending the show will be given a Buyers' Guide & Directory, listing companies, products and personnel. In addition, a complete information center with telephones and pages will be maintained throughout the show.

Arrangements have been made to take care of hotel reservations for buyers requesting same, and hundreds of tickets to stage and television shows are available to buyers requesting them before the opening of the show.

## WASHINGTON NEWS

(Continued from page 38)

particular fertilizer to farmers is the highest price at which he delivered it during the base period (December 19, 1950 through January 25, 1951) to a purchaser of the same class. This is regardless of whether or not at least 10 percent by dollar volume of the reseller's total base period deliveries to that class of purchaser were at that price, which is required under the GCPR for manufacturers' and wholesalers' sales.

The amendment removes such sales to the ultimate users, including farmer purchasers, from coverage of the 10 percent rule.

Also, not now applicable to sales of fertilizers to ultimate users are rules set forth in Section 3(b) which in some cases permit the use of price list prices instead of actual delivered prices during the base period.

Under Section 6 of the GCPR, a seller prices new products by reference to a competitor's price and reports his action to OPS. As a wholesaler he must wait 30 days before selling at his proposed ceiling. If he is a retailer he may sell as soon as his report is mailed.

Being a retailer under the terms of this amendment, the dealer need not wait before selling a new fertilizer whose ceiling price is established by Section 6 to ultimate users.

Ceiling prices still are determined on the basis of each class of purchaser.

(Continued on page 86)

# CHENEY

## Nail Holding Hammers



Stock Cheney  
Nail Holding  
Hammers and  
the full Cheney  
line for in-  
creased ham-  
mer sales.



Cheney  
Machinists'  
Riveting Hammer



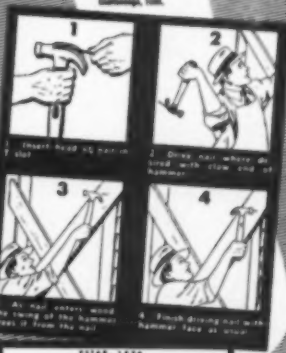
Cheney  
Ball Peen  
Oil Finish



Cheney  
Blacksmiths'  
Hand Hammer

Sole Representatives:  
JIM & SONNET & CO., INC.  
New York, N. Y.

SAVED OUTSIDE  
COUNTRY, TOO.



ESTD. 1888  
**HENRY CHENEY HAMMER CORP.**  
LITTLE FALLS, N. J. U. S. A.

TOPS FOR

*Quality  
& Profit!*



**Keystone  
METAL INSECT  
SCREENING**

Dealers everywhere have found they can recommend with confidence—and sell with profit—Keystone Metal Insect Screening! Has the uniformity and qualities that make it easy to handle and install either in today's big replacement market or new work. Outstanding eye appeal, combined with strength and durability are extra pluses. A full range of meshes, gauges and finishes in Galvanized Steel Wire Screening, Bronze and Clad Aluminum. Send today for details and prices.

**KEYSTONE  
WIRE CLOTH CO.  
HANOVER, PA.  
FOSTORIA, OHIO**

## New Pricing Method for Some Durables .

MANUFACTURERS of certain consumer durable goods items, who bill their customers on an f.o.b. shipping point basis are permitted to figure their ceiling prices on a delivered basis, the OPS has announced.

The action was taken in Supplementary Regulation 30 to Ceiling Price Regulation 22, and became effective in mid-July.

Products affected by the order are refrigerators and home freezers. The authorization, OPS said, will have little effect on the end prices of these items. Any application to the agency under this supplementary regulation must cover all commodities within a single category.

OPS explained that a manufacturer who wishes to convert f.o.b. ceilings to delivered price ceilings must calculate what it would have cost him during a previous 12 month period to ship the commodities in the category for which he is applying to the particular zone or area for which he wishes to establish a uniform delivered price. He uses freight rates in effect on March 15, 1951 or, if he adjusted his ceiling prices under the Capehart amendment, July 26, 1951.

The manufacturer, OPS said, then divides this amount by the weight of the commodities in the category sold during the period. The result will be a dollars-and-cents amount for each hundred pounds. He multiplies this amount by the weight of the commodity for which he wishes to establish a delivered ceiling price. This will provide the amount, which when added to his f.o.b. ceiling prices for the commodity, will convert them to delivered ceiling prices.

The agency pointed out that the regulation is currently limited to those commodities where relief seems to be most greatly needed, and where the method of calculation provided by the regulation can be used. New commodities will be added later as need for relief is shown, and as new methods of calculation are developed.

OPS said the regulation is needed because, under CPR 22, each manufacturer is frozen to terms and conditions of sale effective during his base period. Thus, if a manufacturer, before Korea, sold exclusively on an f.o.b. shipping point basis, he must continue to do so under CPR 22.

This has meant that manufacturers, who for reasons unrelated to price control, had shifted from an f.o.b. shipping point basis to a delivered basis in the interval between hostilities in Korea and CPR 22's effective date, were forced to revert to a business practice they had deliberately discarded. This has caused hardship in industries where sales on a delivered basis are common.

## Decorative Use of Metals Allowed by NPA . . . . .

DECORATIVE USE of copper and aluminum will be permitted on consumer goods. NPA has announced the amendment of order M-47A and M-47B prohibiting such use.

Removal of these use restrictions is possible now because of increased availability of copper and aluminum. The action is in line with NPA's June, 1952 increase in self-authorization limits for these materials.

## BUSINESS TRENDS

(Continued from page 38)

last season. The 1951 season average for type 14 was 46.5 cents per pound. Opening dates for auctions in other belts range from August to mid-September.

The July indication was for a total flue-cured crop of 1,403 million pounds—second only to the record of last year.

The price support level for 1952 flue-cured at 50.6 cents per pound is practically the same as in the 1951 season.

## New Construction Outlays Set Record

NEW CONSTRUCTION outlays in the first half of 1952 reached a record total of nearly \$15 billion, according to a joint report of the Building Materials Division, U. S. Department of Commerce, and the Bureau of Labor Statistics, U. S. Department of Labor.

Figures for June totaled almost \$3 billion, up 7 percent over May and 6 percent above June 1951.

Military projects and defense plant construction were continuing to expand in June, but a declining

# NOW...

Complete  
Stocks of  
**Aluminum  
Molding**  
to serve the  
**HARDWARE  
INDUSTRY**

Prompt Shipments

Decorate with

## DECORITE

Aluminum Molding

for every purpose

WRITE TODAY FOR COMPLETE CATALOG  
DECORITE, INC., 2110 PEACHTREE RD., ATLANTA, GA.

trend in private outlays for new factories "marked the completion of some important phases of the current industrial expansion program," the report noted.

Private spending for residential building during the first half of 1952 was 8 percent less than a year ago, with virtually all of the lower volume in the year's 1st quarter. Dollar outlays for home improvements were greater this 2nd quarter than in the same period last year.

Though commercial and recreational building increased in June, these types of activity still were at relatively low levels compared with 1951.

### Ekco Reports Sales Gain . .

NET SALES of Ekco Products Co., manufacturer of housewares, were higher in the second quarter and in the first half of 1952 than a year ago.

Net sales in the second quarter were \$9,890,223 as compared with \$8,434,681 in the same quarter of 1951. Net earnings were \$665,518 as compared with \$712,945.

For the first six months, sales were \$19,570,562, compared with \$18,927,450 for the first six months of last year.

### Gain in Sales of Vacuum Cleaners

FACTORY SALES of standard-size household vacuum cleaners in June totalled 206,939 units, compared to 194,548 sold in June, 1951, a gain of 6.4 percent, according to the Vacuum Cleaner Manufacturers' Association.

June sales compared to 216,969 in May, or a drop of 4.6 percent.

### Westinghouse Sales Set New Record . . .

SALES OF THE Westinghouse Electric Corporation in the first half and in the second quarter of 1952 set new records and the backlog of unfilled orders is at the highest peak in the company's history. President Gwilym A. Price has reported.

Net sales billed in the first half of 1952 were \$681,378,000, compared with \$590,562,000 in the first half of 1951. The previous record for any half year was \$650,239,000 in the second half of 1951.

Net sales billed for the second quarter of this year were \$357,558,000, compared with \$300,155,000 in the second quarter of 1951. The previous record for any quarter was \$339,759,000 in the final quarter of 1951.

### Sales Increase for Reo Motors . . . . .

FOR THE SECOND straight year, Reo Motors, Inc. has reported a new sales record and the greatest profit before taxes for any six-month period in the company's history.

For the six months ended June 30, 1952, Reo reported a net profit of \$1,921,000. This compares with a net profit of \$1,759,000 for the first six months of 1951.

The profit, before taxes, amounted to \$6,761,000 for the first half of 1952, exceeding last year's record-breaking figure of \$4,581,000. Company sales were \$79,000,000 for the current half-year period. This compares with sales of \$57,000,000 for the corresponding six months of 1951, the company's previous six month high.

## BUILD BLADE BUSINESS



## the easy way

### HERE'S HOW:

Sell your customers the **VICTOR** line of hand and power hacksaw blades and flexible-back band saws—the line that, over the years, has outsold them all.

In addition, they'll appreciate copies of the timely, authoritative **VICTOR** Metal-cutting Booklet, full of helpful guidance on the selection, use and care of metal-cutting equipment. Be sure you have a supply on hand—we're making sure, with consistent advertising, that your customers know about them.

Sold only through recognized distributors

1080B **VICTOR**  
SAW WORKS, INC. • MIDDLETOWN, N.Y., U.S.A.  
Makers of Hand and Power Hack Saw Blades,  
Frames and Metal Cutting Band Saw Blades

# NEW

# PRODUCTS

## AND SALES PROMOTION MATERIAL

### Stanley Offers New Christmas Packaging

Stanley Tools, New Britain, Conn., is offering 15 Stanley Tool units in gift packaging for Christmas gift sales appeal.

The tools are colorfully packaged in decorative red and green sleeves bearing "Season's Greetings," which fit over stock boxes and may be removed after the holiday. On the bottom of each sleeve, a short illustrated sales message highlights the features of the tool. A group of the colorful packages is said to make an attractive counter window display for the Christmas season. The 15 survey-selected tools are available from hardware wholesalers, in open stock or in a Unit, No. 15X—one of each tool in a reshipping carton.

As part of the Christmas line, Stanley also offers five newly designed



tool sets, each in a chest of wood or metal. A colorful window streamer and two new envelope stuffers have been prepared, and the products are being advertised nationally, it was announced.

### Irwin Offers Special Auger Bit Promotion

The Irwin Auger Bit Co., Wilmington, Ohio, has announced a special package promotion for hardware dealers. Designed as the 4-S Profit Special and developed to step-up dealer sales to the more profitable 6, 10 and 13



bit wood chest assortments, the new package is timed to the Christmas season, though it is not a dated promotion. It carries a full-year appeal to users of wood-boring tools.

The complete promotion consists of four 62T Irwin Borchests in 6, 10 and 13 bit assortments. Each assortment comes in a sturdy hardwood chest, which is specially packaged in a colorful gift box to add customer appeal. A free counter display, handout folders, and price list complete the special offer. The entire merchandising unit is assembled in a strong, corrugated container for easy handling and storing by dealers.

Irwin also announces that the 4-S Profit Special earns 50 percent profit on a \$26.21 investment for each complete unit.

### Puritan Announces New Sash Cord Carton . . . .

Kendale solid braided cotton sash cord is now available in the new



window type carton, as announced by Puritan Cordage Mills, Louisville, Ky. The new carton holds one hundred feet of sash cord and is connected by a continuous loop to a second similar carton. The window makes it possible to see the cord without letting dirt penetrate the carton, and the loop provides a handle for carrying the double package and gives the customer an opportunity to feel the texture of the sash cord before buying.

### MIRRO Introduces New Warp-Proof Fry Pan . .

A new aluminum fry pan that will not warp or buckle under continuous home use is announced by Aluminum Goods Manufacturing Co., Manitowoc, Wis.

The pan is made of the same super-strength metal used in the Mirro-Matic pressure pan, it was announced, and features a styled black handle.

Special merchandising plans have been arranged for the introduction of



the new item, and an attractive rubber-covered display stand will be given free of charge to dealers who place an initial order for 12 or more pans, it was announced. The stand uses only a minimum of counter space, yet holds four pans, one of each size in the new warp-proof line.

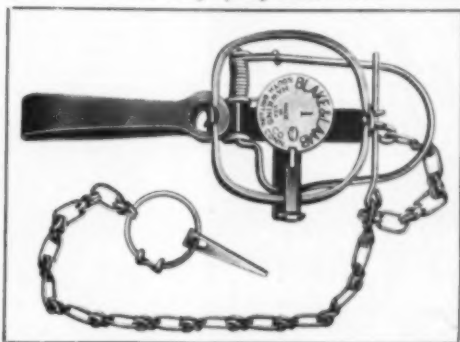
The pan is available in four sizes: 7, 9, 10 and 11 inch.



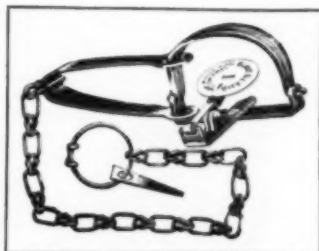
B & L  
Under  
Spring  
SURE HOLD



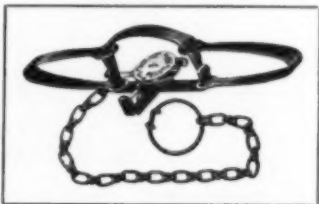
B & L Long Spring SURE HOLD



*Still at the top  
of increasing  
Popularity!*



B & L Long Spring (3 Sizes)



B & L Double Long Spring (4 Sizes)



B & L Under Spring  
(4 Sizes of this pattern  
and 3 sizes available  
in Double Under Spring)

Yes, the "baby" of the B & L line of Steel Traps is still leading the "hit parade" of popularity among new numbers.

And no wonder! Because no trap has ever been so widely advertised by word of mouth as this super fur getter.

## BLAKE & LAMB SURE HOLD

Living up to the reputation for dependability enjoyed for more than 100 years by Blake & Lamb Steel Traps.

*Send for Your Copy of  
Latest Catalog and Prices*

**THE HAWKINS COMPANY**  
*America's Oldest Trap Manufacturers*  
**SOUTH BRITAIN, CONNECTICUT**

IT'S EASY TO SELL



AMERICA'S  
FASTEST SELLING  
Most Complete  
Line

PRODUCED BY PIONEERS OF  
THE DIRECT DRIVE MOWER!



**GET READY NOW for  
the BIG DEMAND!**

One out of three lawn-mowers sold next year will be a power mower. Don't get left out of this new giant business—line up with the complete K. C. Mow line and sell the best!

Only K. C. Mow Offers  
ALL THESE FEATURES

"Suction Action" for clipping pulverization and even cut.  
• Patented "Sorb-O-Shock" Clutch • Every exposed metal surface painted or plated • Solid, 1-piece blade of alloy spring steel. Formed, heat treated, and sharpened.

WRITE TODAY! for complete information and prices.



**Ranchero Picnic Set  
Announced by Boker**

H. Boker & Co., 101 Duane St., New York 17, N. Y., has introduced its new Tree Brand Ranchero Set, consisting of 24 pieces of stainless steel outdoor tableware, with Pakka-



wood handles, highly burn and stain resistant—6 forks, 6 teaspoons, 6 soup spoons, 6 knives, hollow ground with serrated edges—all packed in a Vinyl plastic carrying case.

Designed for picnics, barbecues, beach parties, pleasure boating, and summer-cottage living, the set is priced to retail at \$22.

**New Bernz-O-Matic Torch  
Introduced by Bernz . . .**

The Otto Bernz Company, Inc., of Rochester, New York, announces the newest addition to its line, the Bernz-O-Matic Torch for mechanical and household use.

The Bernz-O-Matic features a long-lasting, replaceable cylinder of liquefied petroleum gas which has a burning time of up to 15 hours and interchangeable burners. The torch lights

instantly without pre-heating or priming and operates in any weather even to 30 degrees below zero. A simple turn of the valve and the torch is in operation. The flame can be adjusted by turning the valve from pin point to eight inches. Fabricated from high quality steel and shipped fully loaded and ready to operate, the Bernz-O-Matic is hotter than a gasoline torch, burning in any position at 2300 degrees F.

Made to retail for \$6.95, the package consists of fully loaded cylinder and choice of utility or pencil type burner. The fuel cylinder may be replaced for \$1.95. The Bernz-O-Matic has hip-pocket portability, measuring 10 inches in length, weighing 2¾ pounds, with a diameter of 2¾ inches.

**Gensco Offers Swedish  
Wood Chisel Gift Set .**

Gensco Tool Division of General Steel Warehouse Co., Inc., has announced a new gift package of Gensco Swedish wood chisels. Three chisels, ½", ¾", and 1", are packed in the display box.



The chisels have machined Tenite II plastic handles which are unbreakable and not affected by hot or cold weather. The blades are protected by a soft plastic coating, designed to prevent rust and chipping of the blade before it reaches the customer's hand. This protective coating can be peeled off easily when the tool is ready for use.

Another new feature recently added to Gensco Swedish wood chisels is the size marking stamped into the top of each handle, enabling a dealer to instantly select any one of the eleven sizes (¼" to 2" inclusive) carried in the line.

The chisels are packed in a colorful metal edged box, ideal for year-round sales and counter display.

Prices and literature are available from Gensco Tool Division, General Steel Warehouse Co., Inc., 1830 North Kostner Avenue, Chicago 39, Illinois.



## Helms Introduces New Drain Wizzard . . . . .

Helms Products, Inc., 3757 Plainfield N. E., Grand Rapids, Michigan, announces the manufacture and marketing of their new product, "Drain Wizzard."

Drain Wizzard, a precision tool, is used to open sluggish or clogged drains of all types with just a few



strokes of the pump handle. Drain slime and sludge are forced to the sewer, not pulled back into the sink. The unit features two interchangeable rubber adapters to fit any type drain; lavatory, sink, bathtub, toilet bowl, laundry, etc. Operation of the unit is simple and easy.

Additional uses include blowing out fuel oil lines, clearing gas lines on automobiles, drying spark plugs, and when car is out of gas forcing fuel to carburetor without running battery down to pump fuel to engine.

Complete details and illustrated literature are available from the manufacturer upon request.

## National Metal Offers Low-Cost Hurricane Glider

National Metal Products Co., Kansas City, Mo., announces production of the Hurricane Glider, a new lightweight, extra-powered 18" rotary mower. A pressed-steel chassis, plus a 2 h.p. governor-controlled gasoline engine are features of the new unit.

With minor engineering modifications, the new Glider has all the design and performance features of National's higher priced models, Hurricane and Hurricane, Jr., it was announced. These include the four large, equal-sized wheels with puncture-proof tires which enable the mower to follow lawn contour without dropping into small depressions or tilting on small bumps. Also, it



features the hinged side throw-out safety guard; cutting height adjustment from 1/4 to 3 1/2 inches, and the handle which swings clear for starting.

## New Display Units for Lufkin's Red End Rules

The Lufkin Rule Co., Saginaw, Mich., is offering dealers new merchandising units for displaying Red End rules.

The heavy crystal glass displays will remain a permanent addition to the store, it was announced, and the

bright red lettering stands out against the yellow background to attract attention. Designed so that it can be placed on the counter, in the window, or hung on the wall, the unit requires a space of only 4 1/2 by 7 1/2 inches. Space is provided on the units for marking prices.

With a purchase of two dozen Lufkin rules in a complete range of prices, the dealer receives the display free of charge. Two models are available: the 200 assortment of regular-reading rules, and the 200F assortment of inside-reading rules.

Complete description and three-color illustration is available from the manufacturer upon request.

# TO SERVE THE SOUTHWEST

## VACO announces

**NEW Factory Branch** ● DALLAS

Now you can enjoy all the advantages of factory branch service right in your own back yard... speedy delivery; easier factory contact; better local service. The new VACO Factory Branch at 1325 McKinney Ave., Dallas 2, Texas is one more Vaco step in the right direction to increase your screw driver sales.

**NEW, Modern, Versatile VARI-BOARD DISPLAY**

Another sales-building aid to step up your driver sales is the unique VACO VARI-BOARD... today's outstanding point-of-sale screw driver merchandiser. Not only is this display beautiful, serviceable and durable... every item is a pre-tested fast seller! The blue, red and yellow display catches the eye... each driver is numbered and priced on shelf front for quick, easy purchase. Your choice of two basic display sizes with or without legs for wall, counter or window use.

**For FREE Vari-Board and Catalog Information:**  
Complete information regarding the VACO VARI-BOARD... or 32-page, illustrated catalog covering every item in complete Vaco line of more than 250 styles and sizes... sent on request!

**VACO PRODUCTS COMPANY**  
317 E. Ontario St., Chicago 11, Ill.  
In Canada: 304 Laurier Ave. W., Montreal 8, Quebec

# Auto-Lite

*your  
best bet  
this  
fall*

Display and promote Auto-Lite—the line of carbide Sportsman Lamps that sells on sight the year 'round. The first choice in the South since 1914, you will find it pays to feature dependable Auto-Lite products... "standard equipment" with the Southern Sportsman for more than 37 years.

**115 MODEL**  
Furnished with 4" ribbed reflector. Burning capacity 4 hours. Rust-proof construction. Rubber bumper-grip protects bottom. Strong wire brace.



**107 MODEL**  
7" plated reflector. 4 hour capacity. Patented Ball Dropper insures steady, even flame at all times. An all-purpose lamp.

**117 COMBINATION**  
Consists of 115 Model Auto-Lite Lamp with a sturdy brown cloth adjustable hat with metal attachment. A real special this year.



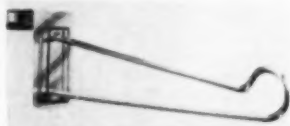
**875 MODEL**  
Will burn 6 hours on one full charge of carbide and water. Furnished with 7" plated reflector and convenient folding handles. Ideal for camping.

Contact your jobber today or write us for an illustrated catalog and the name of your nearest wholesaler.

**UNIVERSAL  
LAMP CO.**  
Springfield, Illinois

## Over-the-Door Hanger Announced by Autoyre

The Autoyre Co., Oakville, Conn., manufacturer of matched accessories for bathroom, kitchen and closet, has introduced a new over-the-door hanger, designed to hold a dozen garments and to fit quickly and firmly on both 134" and 134 1/2" doors.



The exclusive Autoyre metal adapter snaps out of the over-the-door hanger bracket to assure secure fit on any standard door without tools, screws or glue. Tack holes in the top of the bracket permit permanent mounting where desired.

The hanger is of sturdy metal construction in lustre finish and holds 8 to 12 garments on its fluted arm, and is attractively carded for self-selling.

## New Rotary Lawn Mowers Announced by Eclipse...

Two new rotary lawn mowers complete the 1953 line of hand, power reel and sickle bar models being introduced by The Eclipse Lawn Mower Co., Prophetstown, Ill.

Except for the conversion unit which offers the buyer the option of adding power propulsion to the hand propelled model at any time, the two models are identical. Powered by a 2 h.p. Briggs & Stratton 4-cycle engine, they feature a special designed housing which projects 1/2-inch below the cutting knife at all times. Extra protection is said to be given the blade and engine through a spring loaded flexible coupling designed to absorb shocks caused by obstructions.

Through a choice of cutting knives, and a cutting height adjustment from 1 to 3 inches, excellent performance is claimed in trimming lawns, cutting rough growth and mulching.



## FLEMING Wallrite DECORATED BUILDING PAPER



## Tack It or Paste It

There's a bright,  
beautiful

**WALLRITE design**

for

every room  
in the house

Manufactured Exclusively by

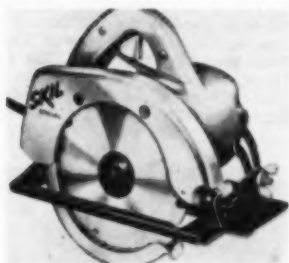
**FLEMING & SONS, Inc.**

Dallas, Texas

(NEWSPAPER MATS identical to this  
are available to dealers.)

## Skilsaw Introduces New Portable Electric Saw .

A new, low priced portable electric saw has been introduced by SKILSAW, Inc., portable electric tool manufacturer. The new saw has been named SKIL Home Shop Special Model 516 and is the first low price saw marketed by the makers of quality SKIL Tools.



The 6" saw is powered by a universal type motor and will handle almost every cutting application. The speed of 5800 r.p.m. is ideal for all-around cutting of wood, stone, metal, plastic and composition, it is claimed. Bevel and depth of cut adjustments are built-in, allowing quick, easy adjustments. Vertical cutting capacity is 1 1/4" and the capacity at 45° is 1-5/16".

Compact and light in weight, Model 516 is 10 1/4" long and weighs only 9 1/2 lbs. Features include an automatic telescoping blade guard, aluminum alloy housing, safety trigger switch, self-lubricating bearings and accurate sighting notches for following line of cut. An added feature is a special non-glare foot which cuts reflection to a minimum.

Model 516 comes equipped with a combination blade for general-purpose cutting, wrench and 3-conductor rubber-covered cord.

For further information write SKILSAW, Inc., 5033 Elston Avenue, Chicago 30, Illinois.

## New Compressed Air Gasoline Can . . . . .

A new gasoline can, called Moto-Fil, has been added to the line of the R. E. Chapin Manufacturing Works,



Inc., Batavia, N. Y.

Squat and low-slung to avoid tipping in even the roughest waters, the new compressed air gasoline can, model 136, was designed especially for outboard motor users. A few short strokes of the built-in pump and a quick internal pressure is built up in the 2-gallon-plus 1 pin oil mix tank. A manually operated trigger action nozzle controls and regulates the flow of gasoline.

Streamlined, dome-top construction on an electric seam welded, Armco zinc grip, rust resistant galvanized tank combine for greatest possible pressure-proof strength and durability, it is claimed. When unscrewed from the dome top, the 6-inch brass pump provides a 2-inch diameter opening for ease of filling or draining of tank.

Standard equipment includes a removable 6-inch curved brass nozzle which is fitted with a special, built-in filter screen grid to eliminate all foreign matter, and 48 inches of oil resistant, neoprene hose is attached to the angled outlet tube to facilitate easy coiling. The carrying handle conveniently turns down when not in use.

Moto-Fil is priced to retail at \$7.95, it was announced.

## Campro Introduces New Tenite Lawn Rake . . . .

Campro Sales Co., 1300 Fourth St. S.W., Canton 2, Ohio, has introduced a new one-piece tenite lawn rake, molded of tough cellulose acetate butyrate material and weighing only 16 ounces.



The new rake will not chip or split, and it is 100 percent rustproof, the manufacturer announced. Its 19 tough and flexible prongs cover a full 18 inches with each stroke and are supplied in transparent colors of red and green, which add to its sales appeal, it is claimed. A handle with a slightly tapered end is inserted by means of a force fit.

The rake will retail for less than \$2 and is available for shipment now, according to the announcement from the manufacturer.

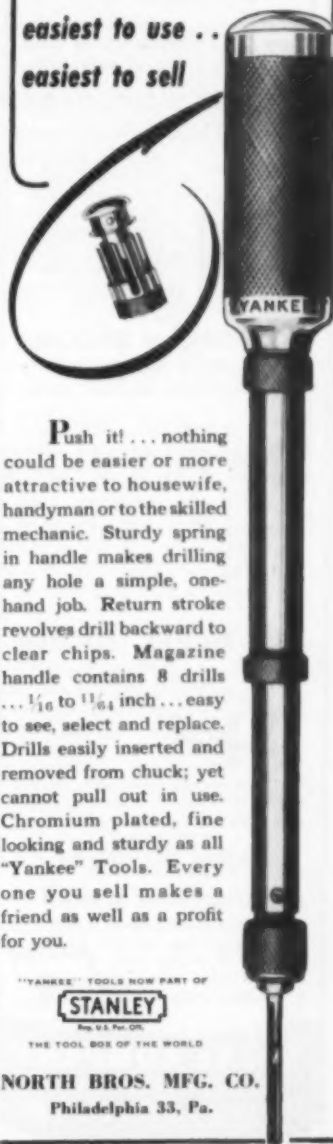
For man, woman or child

# "YANKEE"

## No. 41 Automatic Drill

easiest to use . .

easiest to sell



Push it! . . . nothing could be easier or more attractive to housewife, handyman or to the skilled mechanic. Sturdy spring in handle makes drilling any hole a simple, one-hand job. Return stroke revolves drill backward to clear chips. Magazine handle contains 8 drills . . . 1/16 to 1 1/4 inch . . . easy to see, select and replace. Drills easily inserted and removed from chuck; yet cannot pull out in use. Chromium plated, fine looking and sturdy as all "Yankee" Tools. Every one you sell makes a friend as well as a profit for you.

"YANKEE" TOOLS NOW PART OF

**STANLEY**

Reg. U.S. Pat. Off.

THE TOOL BOX OF THE WORLD

**NORTH BROS. MFG. CO.**

Philadelphia 33, Pa.



## Show More • Sell More

with **REEVE Shure Sell**  
GLASS HARDWARE  
for Bins and Shelves

For highest quality... durable... economical... display equipment for bins, counters, shelves and every other purpose you can depend on REEVE to exactly fill your need.

Order today... for prompt delivery... on everything from ticket holders to large display units.

### DIVISION HOLDERS

For 3/16" or 1/4" Glass



Quick adjusting division holder. Makes each division unit independent and adjustable to any size desired...

Silvertone finish.

No. L-316 Box of 100  
Shipping wt. 2 lbs. per 100

### CORNERS and SPLICERS

With Flange



No. 110



No. 112

Corner Number	Splicer Number	Height	Ship. Wt. Per 100
110-2	112-2	1 1/2"	8 lbs.
110-2 1/2	112-2 1/2	2 1/4"	9 lbs.
110-3	112-3	2 3/4"	9 lbs.
110-4	112-4	3 3/4"	10 lbs.
110-5	112-5	4 3/4"	11 lbs.
110-6	112-6	5 3/4"	12 lbs.
110-8	112-8	7 3/4"	14 lbs.

Chrome finish.  
10 per package.

### BIN TICKET HOLDER

No. 600



This is the standard ticket holder used on counters in the majority of stores. 7/8" x 2 1/2" price ticket is held at correct reading angle.

Silvertone finish.

No. 600 ..... Per 100  
Shipping wt. 4 lbs. per 100

### COMPLETE CATALOG FREE ON REQUEST

Send today for illustrated catalog and price list of hundreds of display items that will make sales and build bigger profits for you!



## REEVE COMPANY

"Serving America's Retailers since 1913"

2214 S. Grand Ave., Los Angeles 7, Calif.

### New Buttonhole Scissors Added to Kleencut Line

The Acme Shear Co., Bridgeport, Conn., has announced the addition of 4 1/2-inch buttonhole scissors to the Kleencut line. The new buttonhole scissors are easily adjusted to the desired buttonhole size by a screw. They are forged steel, nickel finish and retail at \$1.25.



A colorful counter merchandiser, for displaying six pairs of the scissors on a light green and magenta background, is available.

The order number is 2731.

### Reo Announces Three New Rotary Lawn Mowers

Entrance of Reo Motors' Lawn Mower Division, Lansing, Mich., into the rotary lawn mower field was made official with the introduction of three new models at the company's annual, week-long sales conference, according to a recent announcement.

The three new rotary models, plus extensive changes in the four reel-type power mowers that previously made up the Reo line, were demonstrated before some 50 sales and service representatives.

The models include: an 18-inch electric model known as the Electra-Lawn; a 2-cycle, gasoline-powered, 18-inch model called the Revo-Jet; and the 20-inch Flying Cloud, powered by Reo's four-cycle, 1 1/4 h.p. gasoline engine.

Merchandising and advertising aids to back up the new mower line also were unveiled at the meeting. The

Shown at right are the three rotary mowers recently introduced by Reo. From left, an 18-inch electric model called the Electra-Lawn, a two-cycle, gasoline powered 18-inch model known as the Revo-Jet, and the 20-inch Flying Cloud, powered by a four-cycle 1 1/4 horsepower gasoline engine



conference was told that details of still another merchandising plan were being worked out and will be announced later.

### Big Stinky Fly Trap Offered by Dioptron

The Dioptron Co., Milwaukee, Wis., has introduced a new aid to fly control—the Big Stinky Outdoor Fly Trap, which keeps flies away from places they are not wanted. The fly trap appears to be a simple gallon or half-gallon glass jar, with an odd-shaped top on it.



Directions for the trap's use are simple: traps are placed within a few feet of, or on, the ground, with a board or piece of tin underneath to prevent mud splash during rain. Trap is started with a chunk (not ground) of raw fish, meat or liver. Agitate contents of trap daily and empty at least weekly, with an inch of flies taken from the fastest working trap.

Big Stinky was developed to destroy flies before they reach places where they create annoyance or damage, it was announced.

WE CAN'T BE BEAT  
FOR  
HOLDING POWER



## SOUTHERN WOOD SCREWS

(Slotted or Phillips Heads)

### have full-size shanks

It's important to your business that you use only wood screws with full-size shanks, rugged single-thread construction and sharp gimlet points. The Federal Bureau of Standards in exhaustive tests has proved that where *holding power* is concerned, a full size shank is a *must*. Only fasteners of this type meet Federal Specifications.

Southern wood screws are precision-milled, with keen, clean-cut threads, gimlet points that bite in and start fast, and that all-important single-thread, full-shank construction. They are made of top quality materials, in a wide range of sizes and finishes. Slotted or Phillips heads. Plentiful stocks available for prompt shipment. Write today for our catalogue.

#### FACTORY WAREHOUSES

4100 Dell Avenue  
North Bergen, N. J.

280 Decatur S.E.  
Atlanta, Georgia

325 West Ohio Street  
Chicago 10, Illinois

**SOUTHERN**  
SCREW COMPANY  
110 RICKERT STREET  
STATESVILLE, NORTH CAROLINA

*it's brand  
Spanking New!*



## Duroflo SHALLOW WELL WATER SYSTEM

A new profit-maker ideally suited for small homes, summer cottages, highway stores, etc., this new direct pressure, low cost water system is designed to efficiently perform in small spaces. It has ample capacity to deliver up to 500 gallons per hour depending on depth and operating pressure.

The outstanding, new design of the Duroflo lends itself to peak performance . . . throughout! For all shallow well applications to depths of 25 feet or less . . . you can depend on Duroflo to do a better job. Never before such quality, capacity and freedom from trouble . . . condensed into such a pleasantly small package . . . and the low cost will amaze you!

Duroflo . . . where space is limited. Only 17½" high; has 2½ gal. tank. Another quality Duro Co. product you'll want to sell!

### THE DURO CO., DAYTON 1, OHIO

Duro builds a complete line of water systems and water softeners.

For complete information on the amazing, new, low cost DUROFLO, mail the attached coupon today!

The Duro Co., Dayton 1, Ohio

Rush complete information on the new Duroflo Pump to:

Name \_\_\_\_\_

Street or P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Continuous demand for Stanley continuous hinges

for tables, desks,  
chests,  
boat lockers,  
sewing cabinets



Get this **FREE DISPLAY** with purchase of 311 1/4 Hinge Assortment . . . customers see hinge operation and actual finishes. It's a big sales advantage. Ask your wholesaler.

The Stanley Works,  
New Britain, Conn.

The most famous doors in the world  
swing on Stanley Hinges



Reg. U.S. Pat. Off.  
**HARDWARE • TOOLS • ELECTRIC TOOLS**  
STEEL STRAPPING • STEEL

## Lock Washers Available in Coin Roll Packs . . . . .

A new method of packaging lock washers in coin rolls has been announced by the Mellows Co., Milwaukee 12, Wis.



The Coin Pak, which is a paper tube, eliminates counting and weighing of the smaller sizes of lock washers, establishes a standard unit of sale, and requires smaller shelf cartons and occupies less shelf space. Also, it eliminates the wrapping of lock washers in small quantities.

M-C lock washers in the new Coin Pak are put up in four sizes: No. 10, 1/4", 5/16" and 3/8". Shelf cartons contain 1000 lock washers each.

## Fleischman Announces New Rehandling Kit . . . . .

The Fleischmann Ezy-Fix-49er rehandling kit has been introduced by the Fleischmann Handle Co. It takes its name from its 49¢ price tag.



The Ezy-Fix-49er is a complete kit for replacing broken hammer handles with seasoned Appalachian hickory. It includes a wooden wedge for the slot in the handle, steel cross wedge and complete instructions.

Ezy-Fix-49er handles come packed 12 to the box which provides an attractive and interest-compelling display for window or counter top, encouraging self-service.

The kit is a product of The Fleischmann Handle Co., Tower Building, Baltimore and Bedford, Virginia.

# KLEINS

THE *Standard  
of Comparison*

BY WHICH OTHER  
PLIERS ARE JUDGED

"Since 1857" Klein Pliers have been the standard of quality with men who know good tools. Today, Klein offers the most complete line of quality pliers for standard or specialized service. Keep a representative stock on hand for your customers who want the best.



Write for your free copy  
of the Klein Pocket Tool  
Guide today!

DISTRIBUTED  
THROUGH  
JOBBER

Foreign Distributor:  
International Standard  
Electric Corp.,  
New York.



Mathias **KLEIN** & Sons  
Established 1857 Chicago, Ill., U.S.A.  
3200 BELMONT AVE., CHICAGO 18, ILL.

# Old Hi Says



**Tackle Sense**  
means



## Tackle Dollars!



Your H-I man has the tackle sense that means extra profit for you. That's because his business is selling tackle—and nothing else. He's in a position to know what tackle will move for you... what items may not. He knows tackle merchandising and display... offers you valuable sales tools that are proven volume-builders. Best of all, he is one great source for all your tackle needs—the H-I line (29,000 items) is complete, with tackle for every fisherman and every kind of fishing.

See your H-I man. Ask him about H-I's outstanding 1952 national advertising... let him show you how easily you can tie in for best results. Ask for his help, as a tackle specialist, in building your tackle business. He'll be glad to help—and you'll be glad he did!

If you don't know your H-I man, write us for his name.



**HORROCKS  
IBBOTSON**  
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

SOUTHERN HARDWARE for SEPTEMBER, 1952

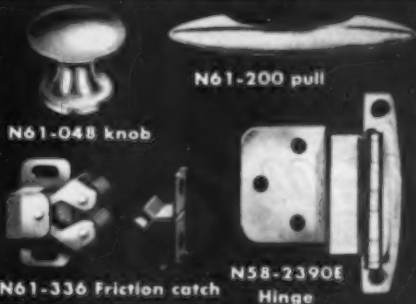
# NATIONAL LOCK

no. 129

**cabinet hardware  
assortment**

*Smartly Designed*  
for sales appeal

representative items from no. 129 assortment



**with handsome, compact  
display board... (only 16½ x 12¾")**

A short line that's LONG on sales appeal. Selected from the very finest items in the extensive National Lock line. Steel and Die Cast with attractive Bright Chrome finish. Inexpensive. Easily installed. You can stock this complete yet limited assortment with only a small investment. Handsome display board will clinch many a sale. Immediate delivery. Open stock if you desire.



**profit-building NATIONAL TUTCH LATCH**



A kitchen convenience with instant sales appeal. Neat, easily applied. Holds cabinet doors firmly. Opens by gentle touch of finger, wrist, elbow, or knee. A National Lock profit maker.

**Distinctive Hardware... All From 1 Source**



**NATIONAL LOCK COMPANY**  
Rockford, Illinois  
Merchant Sales Division

**For Profits  
SELL**

**Mall**



**Mall DRILLS**  
20 Models—  
in capacities  
from 1/8" to  
1 1/4".



**Mall SAWS**  
9 sturdy models—  
cutting capacities  
from 13/16"  
to 4-3/16".



**Mall PLANES**  
Electric-  
driven to  
speed wood  
finishing  
work.

**Mall**  
TOOL COMPANY

7714 S. Chicago Avenue  
Chicago 19, Illinois

**GUIDE-MASTER**  
*Portable*  
**POWER TOOLS**

Standardize on the complete line offered you in Mall GUIDEMASTER Home and Hobby Tools, Mall Floor and Furniture Polishers, Sanders, Buffers, Portable Saws — with a wide selection of attachments and accessories. Every sale you make is the beginning of a constantly expanding tool and accessory market for your store.

Write for illustrated bulletins featuring Mall Guidemaster and other Portable Electric Power Tools and Attachments.

See Us at the  
**NATIONAL HARDWARE SHOW**

Booth 11, Grand Central Palace  
48 Factory-Owned Service Warehouses, Coast To Coast, To Serve Our Customers and Thousands Of Dealers.



**Get EXTRA Sales  
MORE Profits!**

with  
**TANDROTINE**

**The Popular PAINT THINNER!**

IT'S PROVEN  
IT'S ECONOMICAL  
IT'S a Quality THINNER

ORDER  
TANDROTINE Today!

Get ready for  
EXTRA Sales,  
MORE Profits.



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

**New Ni-Clad Steel Tape  
Announced by Lufkin . .**

The Lufkin Rule Co., Saginaw, Mich., announces production of a new steel tape, whose figures and graduations won't wear off, as they are an integral part of the steel.

Royal Ni-Clad steep tape has a hard nickel-plated surface that is rust and corrosion resistant. Hook ring is furnished on the tape at no extra charge. The durable black markings are easy to read, because they stand out sharp and clear against the bright nickel background, and because the Lufkin "Instantaneous" markings (last preceding foot number repeated each inch) are used.



The rust-resistant welded metal case liner is covered with tough dark green vinyl. Folding flush handle opens with push pin. Trim is plated.

The tapes are priced to retail as follows: 25-foot, \$3.50; 50-foot, \$4.50; 75-foot, \$5.50; 100-foot, \$6.50.

A 2-color circular describing the Royal Ni-Clad will be sent upon request to the manufacturer.

**Decker Introduces New  
Portable Compressor . .**

The Decker Manufacturing Co., of Rockford, Ill., has announced an addition to their line known as model No. CT-2G3, a two-cylinder air cooled compressor with a displacement of 8.5 C.F.M. The 300 lb. test heavy gage steel tank has an 18-gal. capacity. This unit also is available with a one-horse power electric motor. Pressure setting is adjustable from 50 to 150 lbs. and pressure gauge has a large face for easy reading.

Some 25 feet of air hose is furnished with an air chuck and brass fitting. Valves are of brass and bronze and are rustproof. Semi-pneumatic, heavy duty, ball-bearing wheels have 8x2-75 tires. Powered with a 3.6 H.P. Kohler engine with governor control, parts are available everywhere according to the manufacturer. Packed for shipment, the unit weighs 200 lbs.

This large capacity, heavy duty compressor is designed for the farmer, road contractor, painter or any industry that requires a portable air





FLETCHER **ANNOUNCES 2** COMPLETE LINES OF PUTTY KNIVES AND WALL SCRAPERS

The FLETCHER Trade Mark, a symbol of guaranteed quality, now identifies for your buying protection, an excellent value in putty knives and wall scrapers. For a long time we have realized these to be a necessary addition to the FLETCHER line. Many of our customers have asked us repeatedly to supply their putty knife requirements, but we have waited until we could offer you a tool of outstanding quality. Be sure to see this new FLETCHER line at the National Hardware Show (Booth No. 9) or send for illustrated literature.

Two distinct lines are offered . . . a rosewood handle with mirror finish blade, and a walnut handle with satin finish blade. Both will give your customer full value for his money.

The quality of these knives is comparable to the quality of the FLETCHER glass cutter which has been a favorite for nearly half a century. You can buy them, and sell them, with assured confidence. Tell your jobber you want to try the FLETCHER line.

SEE OUR DISPLAY BOOTH NO. 9  
NATIONAL HARDWARE SHOW, N.Y.C.

JOSEPH TAYLOR & SON  
249 EGLINTON AVE. W. TORONTO

**THE FLETCHER-TERRY COMPANY**

615 SOUTH STREET, FORESTVILLE, CONN., U. S. A.

SOUTHERN HARDWARE for SEPTEMBER, 1952

Only **EAGLE** has  
the complete  
**OILER LINE**



There's an Eagle Oiler to meet every lubrication need. Household Oilers for home use, Harvester Oilers for the farm, Handy Pump Oilers for home hobby shops and farm machine repair shops, Copperite and Welded Steel Bench Oilers for the mechanic—

Eagle Oilers are in constant demand—that means steady sales and profitable turnover. Eagle Oilers' high quality and dependable reputation give them ready acceptance. Keep Eagle Oilers displayed for your customers at all times . . . it means paying business. Attractive display cartons available. Order from your Jobber.



## STORM WARNING



**BE  
STOCKED  
FOR  
SUDDEN  
DARKNESS**



The Hurricane-storm season soon will be here. Wires down—lights out—trees uprooted—all without warning. Don't be caught short—DIETZ LANTERNS sell out fast when emergencies come.

**R.E. DIETZ COMPANY**  
EST. SYRACUSE 1, N. Y. 1840  
**ORDER THRU YOUR FAVORITE JOBBER**

# BOWLS

BY... *Parrish*

LARGEST MANUFACTURER  
OF FINE WOOD BOWLS



## 5 GREAT LINES

Five price levels. They make your selling easier, faster and more profitable.

Select just the kind of bowls at prices your trade will want and buy freely. Knowing about "Old Colonial" and "Caesar Salad" bowls is a must.

New descriptive folder and price list will tell you about all five lines. Write today. Action will bring you a good sales idea.

**J. SHEPHERD PARRISH CO.**  
205 W. Wacker Drive Chicago 6, Ill.

## CLASSIFIED

### FOR SALE

Complete Hardware Store, Mississippi Location. Inventory, \$40,000. Volume well over \$100,000. Terms. Box 661, Southern Hardware, 806 Peachtree St., N.E., Atlanta 3, Ga.

compressor. Accessories include an air hammer, as well as a suction unloader that makes it a fine spray painting unit. Literature and complete price information is available from the Decker Manufacturing Co., Rockford, Illinois.

### NESCO Introduces Colonial Copper Roaster-Ovens . . .

Nesco, Inc. has introduced a new line of copper electric roaster-ovens. Equally at home at buffet suppers, picnics or at the dining table, these "Colonial Copper" roaster-ovens combine practical cooking efficiency with decorative beauty.

"Colonial Copper" roaster-ovens are made of high quality, heavy gauge copper set off by jet-black plastic handles and accessories. An automatic thermostat, located on the front of the roaster-oven, clearly selects temperatures from 150 degrees F. to 500 degrees F. The control has an "off" position so that it may be left connected while not cooking. A built-in pilot light glows whenever the control is moved from the "off" position, so that one may tell at a glance that the unit is heating.



Heavy Fiberglas brand insulation between the outside copper and the inner cooking unit keeps the roaster-oven cool and efficient. It comes equipped with removable, one-piece cooking well of heavy gauge steel finished in black porcelain enamel. Model 7017 - 6 qt. oval "Colonial Copper" roaster-oven retails for \$39.95; Model 4218 - 2 3/4 qt. round "Colonial Copper" roaster-oven sells for \$29.95.

Further information is available from Nesco, Inc., 201 N. Michigan Ave., Chicago 1, Ill.

# Victor VERI-LITE Decoys

**SELL BEST because  
they're REALISTIC!**

Experienced hunters can't be fooled—that's why they buy realistic Victor Veri-Lite decoys time and time again.

These light-weight decoys are made of sturdy, water-proof molded pulp. They're pre-balanced, equipped with anchor line swivel and finished in life-like, glare-free colors. Advertising in Field & Stream, Hunting & Fishing, Outdoor Life, Sports Afield and Ducks Unlimited builds profitable business for you!

The Victor decoy line includes Victor Veri-Lite, Victor Wood and Victor Majestic (plastic), each available in several species and shipped promptly from either of our two plants. Order money-making Victor Decoys from your wholesaler.



ANIMAL TRAP COMPANY OF AMERICA  
LITITZ, PA. PASCAGOULA, MISS.

## THE PAINTER'S FRIEND



CONSUMERS

## SPACKLING COMPOUND

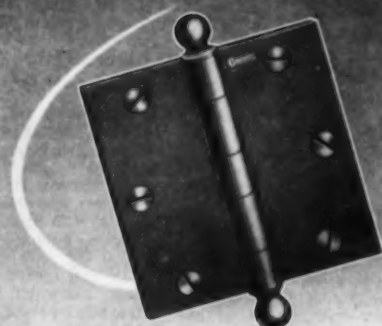
**FOR REPAIRING  
HAIR-LINE CRACKS, HOLES  
IN PLASTERED SURFACES**

For pre-painting preparation—the smooth way to "crack-proof" plaster walls, seal open joints and cracks in woodwork, fill nail and screw holes, smooth rough wallboard, cover checks and knots in wood. Can be sandpapered to velvet finish. Will not shrink or fall out. Available in 1, 5 lb. cans; 100 lb. drums; 300 lb. drums.

Order from your wholesaler.

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 6 MO.

# Sell the best....



## Sell GRIFFIN

There are no "ifs" or "ands" about selling Griffin products. You can recommend them with complete confidence. The Griffin line of fine builders' hardware has been known for over 50 years as a "quality" line. The finest steel, carefully rolled, finished by expert craftsmen makes Griffin a fast moving line—more sales—more profit for you.

Sell with complete confidence. Sell the Best... Sell Griffin.



# GRIFFIN



Every DOOR NEEDS THREE  
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA  
REPRESENTATIVES

THE B. S. ALDER COMPANY  
45 Warren Street  
New York 7, N.Y.

WILBUR M. DAVIS  
1439 W. Forge Avenue  
Chicago 26, Illinois  
GEORGE A. GREGG  
17134-6 Wyoming Avenue  
Detroit 21, Michigan  
AUSTIN & EDDY INC.  
115 Broad Street  
Boston, Massachusetts

CHARLES L. LEWIS  
1355 Market Street  
San Francisco 3, Calif.  
WALTER S. JOHNSON & SONS  
917 St. Charles Avenue  
Atlanta, Georgia  
E. H. FARRAR  
4637 Golf Drive  
Dallas 5, Texas

R. F. BEVERS  
4524 East 60th Street  
Seattle, Washington  
L. G. FULLER, JR.  
644 Warrington Road  
Jackson 6, Mississippi  
HARVEY D. BUSH & SONS  
4638 Nichols Parkway  
Kansas City, Missouri

M. C. GLOVER  
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ROY L. ROGERS  
1620 Garfield Street  
Denver 6, Colorado  
W. C. MEIBAUER & CO.  
6954 Oleatha Avenue  
St. Louis 9, Missouri

## WRIGHT

**HEXAGONAL NETTING.**  
The high standard of  
the industry...evenly  
woven...perfectly  
straight selvage...  
heavily galvanized  
with gleaming fin-  
ish. This popular  
product is readily  
identified by the  
famous colorful  
rooster label.



## G.F. WRIGHT STEEL & WIRE CO.

WORCESTER • MASSACHUSETTS

## SELL THE BOBBER THAT SELLS ITSELF!

JUST PRESS 'N TURN



FRABILL'S

## BOB'EM 2-WAY

FISH FLOAT FOR CASTING OR STILL FISHING  
YOURS IN FIVE SIZES — From 20¢ to 40¢

Customers insist on BOB'EM 2-WAY fish floats...  
made right... designed right... they work right!

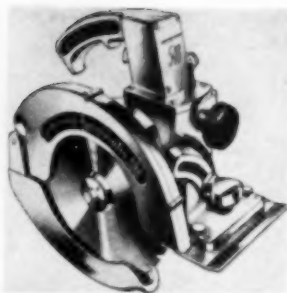
**FRABILL MFG. CO.** 938 W. Walnut St.  
Milwaukee 5, Wis.

### New Speedmatic Saws Offered by Porter-Cable

A new electric saw for contractors, builders, carpenters, and other woodworkers has been announced by the Porter-Cable Machine Co., Syracuse, N. Y.

The company has developed two new Speedmatic models which feature a Kickproof clutch. When the blade binds in a cut or strikes a knot, the Kickproof or friction clutch allows the motor to turn while the blade remains stationary, eliminating dangerous kick-back, protecting the operator, preventing damage to the gears and work, and reducing motor burn out, it was announced.

The saws are equipped with an Instant Depth adjustment which can be set accurately in a few seconds. The saw moves up and down on dovetail ways which are precision machined to maintain accuracy of cut at any depth, it was announced.



The saws also are equipped with an improved Safety Guard which covers more blade and tooth area. Designed on the principle of true balance for easy one-hand operation, the new models also retain the right hand blade, so that the saw rests on the main piece rather than the piece to be cut off.

### Daisy Launches New Fall Promotion . . .

A special fall and Christmas selling program starting September 1 and continuing through December, has been announced by Daisy Manufacturing Company, Plymouth, Michigan. This promotion is said to be the largest Daisy advertising and sales effort the Plymouth firm has used since 1888.

National advertisements will appear in 66 different leading comics magazines, reaching every boy and girl of air rifle age in the United States and Canada. Daisy models No. 141 (Daisy Defender) and No. 111 (Red Ryder Carbine) will be equally featured in full page, 4-color advertisements.

To tie in with the special four months' advertising campaign, Daisy is providing a free "Sales-Maker" kit for cooperating stores, available on request to the manufacturer.

### A STRONGER GLUE . . . AT A PRICE THAT STICKS

TO GUARANTEE YOUR PROFITS.

We sell Rogers Gorilla Grip Glue only through local hardware stores like your own. To insure you against price cutting we do not sell group buyers, chain stores or mail order houses. Make your full profit . . . sell famous Rogers Glue.

Increase your glue sales with Rogers. We back you up with continuous national advertising in such leading publications as Popular Science, Popular Mechanics, Popular Homecraft, Science and Mechanics, Science Illustrated and Home Craftsman. Sell popular Rogers Glue.

Cash in on this fast-moving item. Rogers users are satisfied customers that keep coming back for more. Rogers Glue easier to work . . . makes a stronger, more solid joint or mend. Order today through your jobber or write direct to:

**ROGERS**  
ISINGLASS & GLUE CO.  
GLOUCESTER, MASS.



3,885 lbs. Shearing  
Strength per Square Inch



### UKELELES, GUITARS, VIOLINS

and other string instruments

Make extra profits by handling these additional lines.

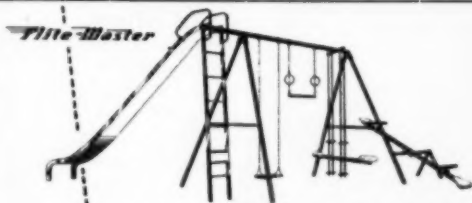
WRITE US FOR DEALERSHIP DETAILS

### CONTINENTAL MUSIC

DIVISION OF C. G. CONN, LTD.

146 Marietta St., N. W.

Atlanta 3, Ga.



Illustrated is the "File-Master Super DeLuxe," the only complete play unit of its kind on the market. File-Master comes in many models with various combinations of play activities. Ask your wholesalers about File-Master, America's No. 1 Gym.

**CONSOLIDATED METAL PRODUCTS COMPANY**  
424 EAST PEARL STREET • CINCINNATI 2, OHIO



### MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



# COLE HOT BLAST

...**"Leaders in  
room heaters  
since 1897"**

**GAS-OIL-COAL**

**TIPT-A-WAY  
FOR Easy CLEANING**

Patent No. 2,241,025



MODELS 775-52 776-52

- 1 Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning
- 2 Both single and dual burner models
- 3 Glass lined (porcelain) heating units
- 4 Sold and serviced nationally thru leading Distributors

Write for catalog

**COLE HOT BLAST MANUFACTURING CO.**

3817-35 South Racine Avenue  
Chicago 9, Illinois

--- they **KNOW** a **MONEY MAKER**  
when they see one

*That's why ---*  
wise dealers choose

**FLO-MOW**

Flo-Mow has what  
customers demand  
in a power mower

*Fine  
QUALITY....  
Smooth  
PERFORMANCE  
VERSATILITY  
DEPENDABILITY  
Handsome  
APPEARANCE*

Flo-Mow Power Mowers don't gather mold in the warehouse. Customers snap them up and keep turn-over brisk because they recognize the fine quality built into every part of a Flo-Mow. As a profit maker for dealers Flo-Mow is outstanding. Cash in on the tremendous power mower market. Write today for full details on a dealership in your community.

**THE FLO-MOW MFG. CO.**

9400 Wilson Road

Kansas City, Mo.

Mows  
all kinds of  
lawn grass.  
Trims,  
pulverizes  
and mulches.  
Cuts  
tall weeds  
and grass.

SOUTHERN HARDWARE for SEPTEMBER, 1952



**DRAPER-MAYNARD**

*rubber covered*

**FOOTBALLS and BASKETBALLS**

official size and weight ★ waterproof

**Draper-Maynard Rubber Covered**

**Footballs and Basketballs**  
are made of newly developed  
laminated materials. Simulated  
lacing, valve inflation, official  
in size, shape and weight.



**Draper-Maynard Rubber Covered**

**Footballs and Basketballs** are  
ruggedly built to withstand the  
hard wear and grind of outdoor  
concrete courts, gravel and cinder  
playgrounds and recreation fields.

Order **DRAPER-MAYNARD Rubber Covered**  
Balls from your Wholesale Distributor now.

*"The Lucky Dog Kind"*

**DRAPER-MAYNARD**



**SPORTS EQUIPMENT**

THE DRAPER-MAYNARD CO., 4861 Spring Grove Avenue, Cincinnati 32, Ohio



## Challenger Assortments of Mechanics' Hand Tools

New Counter King self-seller displays featuring popular-priced mechanics' hand tools are now available from the Challenger Division, Penens Corp., Schiller Park, Illinois.

Each assortment consists of a balanced selection of proved quick-turnover tools; takes only a few inches of counter space and comes in an attractive display carton with each item plainly price marked on the head board.

Five different "Counter King" assortments are available: (1) Challenger No. 575 "Counter King" pliers assortment—48 pliers in all, 7 different popular-demand styles; (2) Challenger No. 595 "Counter King" adjustable and pipe wrench assortment—20 adjustable and pipe wrenches assorted among 5 different sizes; (3) Challenger No. 565 "Counter King" socket set assortment—15 sets in 4 different size ranges; (4) Challenger No. 597 "Counter King"



wrench set assortments in clip holders—9 sets in all, 6 different styles and size ranges; (5) Challenger No.

585 "Counter King" open end and combination wrench set assortment in clip holders—9 sets, 6 different styles and size ranges.

Challenger "Counter King" assortments can be purchased individually or as a group. Write for literature, etc., to Challenger Division, Penens Corporation, Schiller Park, Illinois.

## National Showings for Worcester Lawn Mowers

Worcester Lawn Mower Co., division of Savage Arms Corp., announces that the trade will see the entire line of power and hand mowers on display in national exhibits during the next few months.

In New York, week of October 6, the Worcester line will be in the National Hardware Show. Refinements and improvements throughout the line will be highlighted by the introduction of the new 20-inch rotary mower, Model 81, with new all-steel frame.

## SELL THE MINNOW BUCKET YOU'D BUY YOURSELF

Finest minnow pail made! Galvanized, perforated bucket, with hinge cover and snap style top, for easy removal of insert. Full 10 quart capacity.



990.

FRABILL'S

## Minnow Breather

Frabill Minnow Breather Inserts . . . the answer to long life for minnows! Made from finest materials with unequalled breathing features. Frabill MINNOW BREATHING INSERTS SELL FAST AT A GOOD PROFIT . . . \$1.00 each.

**FRABILL MFG. CO.** 938 W. Walnut St. Milwaukee 5, Wis.



## TROJAN SAW BLADES

ALL TYPES

Jig, Coping, Jewelers', Fret, Scroll, Hack, Machine

World-famous Trojan Saw Blades. Over 130 different types for every hand and power sawing operation. Unequaled in quality. Teeth are individually filed and precision set. Blades are hardened and oil tempered for a long, sharp life.

Ackermann - Steffan Div.

**PARKER MFG. CO.**

Worcester, Mass.

Insist on  
TROJAN by name

UNION  
MADE

**56**  
years  
of square dealing!

**CARPENTER SQUARES**  
AMERICA'S FIRST

with  
CRAFTSMEN  
FOR EVERY USE

**NICHOLLS**  
TOOLS

TROWELS, FLOATS, CEMENT TOOLS, DARBIES, HAWKS  
FOR THE TRADE  
FOR THE FARMER  
FOR THE HOUSEHOLDER  
"Quality with Economy"



NICHOLLS MANUFACTURING CO., OTTUMWA, IOWA - U.S.A.

**US  
HEXLOK  
POULTRY NETTING**



THE perfect hexagon mesh poultry netting... Made with the improved Lockstitch Weave... Stronger, more uniform, more rigid... Lies flat when unrolled... Easier to handle and cut... Stretches better... Neater in appearance... More satisfactory in service.

U. S. HEXLOK Poultry Netting is furnished in one-inch and two-inch mesh No. 20 wire, galvanized before and after weaving, in standard widths 12 to 72 inches. Rolls contain 150 lineal feet, guaranteed full length and weight.

**US  
STRAITLOK  
POULTRY NETTING**



**SAVES  
TIME  
LABOR  
MONEY**

CUT fencing costs, save time, labor, money by using U. S. STRAITLOK Poultry Netting... It stretches like farm fence to wood or steel posts... Needs no top-rail, no baseboard... Requires fewer posts. It is ideal for building poultry runs because it can be moved and restretched.

Furnished in one-inch and two-inch mesh No. 20 wire, galvanized before and after weaving, in standard widths 12 to 72 inches. Rolls contain 150 lineal feet, guaranteed full length and weight.

Ask your dealer to see these modern settings!

Sold Exclusively by **INDIANA STEEL & WIRE COMPANY**  
MUNCIE, INDIANA

**Strataflo**  
TRADE MARK

**FOOT AND CHECK VALVES  
with the  
famous**



**Rubber  
Doppet**

**THEY CAN'T LEAK**

Strataflo Foot and Check Valves end leakage troubles, save their cost many times over in service calls. Ideal for jet type pumps. Ask for Bulletin 203.





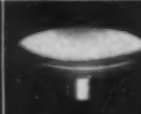
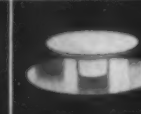



order from your jobber

**STRATAFLO  
PRODUCTS, INC.**  
FORT WAYNE 1, INDIANA

now  
a complete **AJAX** line



of **DRAWER KNOBS  
DRAWER PULLS  
and BACK PLATES**

 # 410	 # 415	 # 417
 # 425	 # 427	 # 025
 # 0355		
 # 550		
 # 530 with #053 backplate		

Every size and style — for every job need... concave and convex drawer knobs, ranging from 1" through 2½" in diameter... drawer pulls in popular curved and streamlined models... back plates from 1½" round to 6" oval. Available in all standard finishes. AJAX display board showing all knobs, pulls and back plates, in all finishes, is now available. AJAX products are famous for top quality and top value.

It's yours for the asking! Want additional AJAX product information? Write for our interesting brochure.

**AJAX**  
HARDWARE OF PRESTIGE

Ajax Hardware Manufacturing Corporation  
4351 Valley Blvd. • Los Angeles 32, Calif.

# Campaign Headquarters U.S.A.



## The Family Vote will elect the Next President

*NOT THE FARM VOTE...  
THE BIG-CITY VOTE...  
THE LABOR VOTE...  
OR ANY PARTY VOTE...*

Politicians talk a lot about this and that "bloc" of voters being decisive factors in this election. So do all the pollsters. You can't blame them for trying to dope it out that way in advance... but...

YOU know you're going to vote your own sweet way when you get behind that voting booth curtain—that where you live or work hasn't got a blankety-bloc thing to do with how you'll vote. You'll vote for what you believe to be in the best interests of your family—your kids—and your kids' kids.

So YOU know that this year—as always—it will be the FAMILY vote that really decides things. And families

are working as never before to make sure every American votes. Right now in millions of American families, everyone from Little Sis to Grandma is pitching in to remind every eligible American to register to make sure of the opportunity to vote. And then they'll tackle the job of getting out the vote of every member of America's 44,000,000 families. They're the biggest "bloc" in America—they ARE America!

If your family is already working at the job—congratulations! If you aren't, talk it over at supper tonight, and pitch in tomorrow.



# *Southern* **FARM EQUIPMENT**

SEPTEMBER, 1952

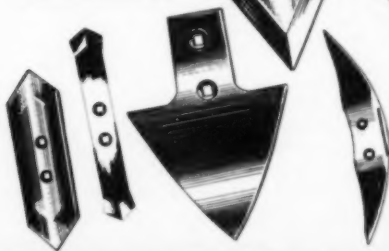
Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.  
Atlanta 5, Ga.

**LOOK FOR THE NAME**

**STAMPED ON EVERY PIECE**

HEAT TREATED  
FOR TOUGHNESS —  
TEMPERED  
FOR PERFORMANCE



Special analysis "hot top" steel makes "EMPIRE" tillage tools split-proof and curl-proof. "EMPIRE" built products are scientifically heat treated by our exclusive Isothermal process for extra springiness, clean scouring, keen cutting and longer life. There are none better.

"It pays to sell the line with ready trade acceptance."

1840

**THE EMPIRE PLOW COMPANY**

*"In Our Second Century Of Progress"*

CLEVELAND 27, OHIO

1952

# EAGLE HITCH

## PUTS CASE DEALERS WAY AHEAD



**"Dramatic" is the word** for the way that Case dealers demonstrate Eagle Hitch Farming. Here is the Break-Away Contour Plow, recoupled, raised, and ready to go on plowing after striking a stone that would cripple any ordinary mounted plow. On winding curves where ordinary plows weave in and out, Pivotal Action keeps this new plow cutting furrows of even width. Case dealers switch from plow to lift-type harrow to roller-packer to Utility Carrier without leaving the tractor seat. Live power take-off keeps combines working, whether tractor is moving or standing. Live hydraulic control lifts or adjusts, angles or straightens implements . . . mounted or pull-behind . . . standing still or on the go. Thus Case dealers raise the curtain on a revelation of new ease in doing farm work, new appeal in farm machinery. J. I. Case Co., Racine, Wis.







A report to you about the men and machines that  
help maintain International Harvester leadership

# OPERATION TEST proves IH tractor dependability

6 months on test track equals 5 years' average operation



**IH engineers insist** on "measuring" the dependability of IH tractors with tests of their own. This is the reason for OPERATION TEST on the IH farm. It confirms their engineering theories . . . gives them convincing proof that their engineering is sound.



**Year-around testing** on the IH test track lets engineers test McCormick Farmall and standard wheel tractors in all sorts of weather. Here, three tractors are pulling mobile load units during a winter test in sub-zero temperatures. The load units permit varying or constant loads.



**Time intervals of operation** in each of the various gears are recorded by electrically operated clocks. Above, a test engineer records data on a transmission endurance test. Detailed reports on each tractor tested are sent to the IH engineering department weekly.



**IH test engineers look for trouble!** After a tractor has been given the "torture treatment" on the track, it is torn down and checked carefully. Here, an engineer is looking for wear characteristics that will help International Harvester build even better tractors.

**Thorough testing** like this assures International Harvester dealers of tractors and farm equipment that are first in performance, first in dependability the world over.



## INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois

Northington pays a casual visit to one of the small service stations in his territory. Through such friendly visits he receives authentic leads given voluntarily by farmers who gather here. He terms this canvassing merely "visiting"



***This equipment dealer says --***

## **Don't Sell 'Em Cold!**

**T**RADE TERRITORY surveys can play an important role in building sales, but R. L. Northington, owner of the Northington Implement Co., Lampasas, Texas, is directly opposed to any plan which calls for "cold" canvassing of the territory. Northington prefers a more homey approach to sales—what he terms, simply, "visiting."

In this small town, this dealer sells from 40 to 50 tractors a year, substantial proof of the effectiveness of his sales technique.

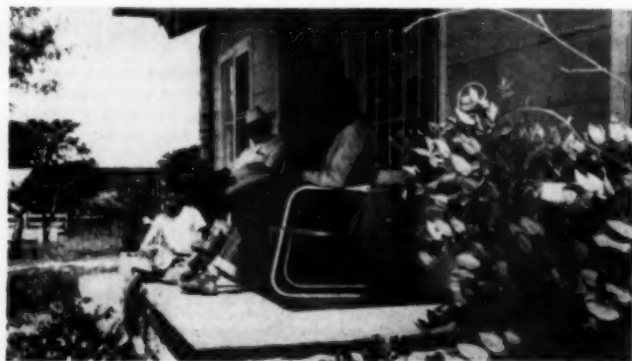
As Northington points out, the process of digging up leads can be a costly venture. There can be too much time lost and too much energy spent in trying to convince a farmer he needs a new tractor when he has not even entertained the idea of buying a new one.

Such can often be the results of cold canvassing.

"Cold canvassing," said Northington, "is seldom profitable. It is true that some leads can be ferreted out in this manner, and a percentage of the leads turned into sales. But few farmers appreciate being called away from what they are doing to listen to sales talk. In fact you seldom **SELL** a farmer anything—he **BUYS**."



Northington calls on prospect, finds him preparing to load some calves. Northington is careful not to call prospect away from his work



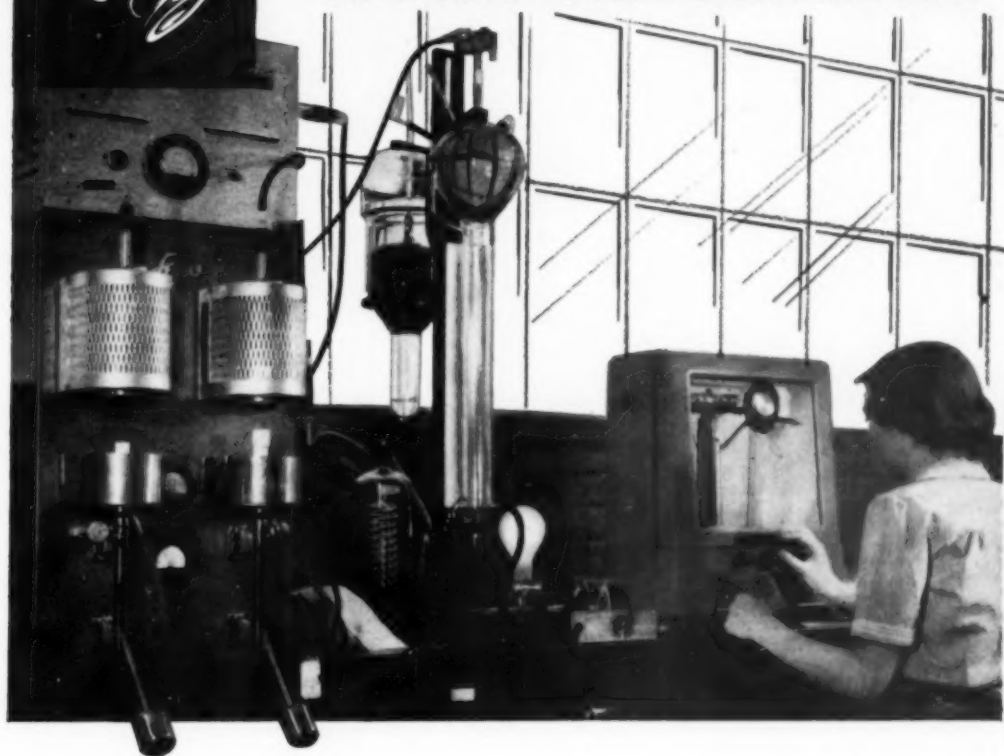
Farmers usually know what they want, but they don't always get it because of one influence which dealers should not overlook, Northington said.

"Many times," he explained, "the wife enters the picture. She

(Continued on page 140)

Willing to talk business, the farmer invites Northington to his home. Deal is discussed without pressure. In selling, Northington believes first in finding a prospect who wants what he has to sell

*This disk bearing will never be used  
on a John Deere Disk Harrow!*



**W**HEN planting season rolls around, time is second only to seed in its importance to the farmer. And the farmer is justly intolerant of machinery which, through frequent breakdowns, robs him of his limited supply of this precious commodity.

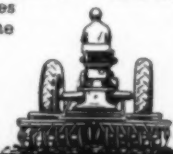
At John Deere, the prevention of such time-wasting breakdowns is the job of skilled metallurgists who are charged with making sure that the material used in each part of each John Deere machine possesses the characteristics necessary to the work it has to do.

For instance, the intense wear to which a disk bearing is sub-

jected in the field will quickly "burn it out," if it's lacking in any of the elements that give it toughness, hardness, and durability. And one of these elements is carbon.

Consequently, as one of many tests, filings of this casting—as are filings from each foundry heat—were tested by means of this ultra-modern carbon determinator. And, although the carbon content was found to be *almost* of the minimum required, the entire heat was rejected as unfit.

So this disk bearing will never be used on a John Deere Disk Harrow, because in just one way it failed to measure up to the uncompromising John Deere standard of Quality.



**JOHN DEERE • Moline, Illinois**





Monthly parts volume is expected to reach \$15,000 during the 1952 season at this Virginia dealership. Vice-President Searson credits much of the firm's successful parts volume to wide stocks, trained parts personnel, and an effective inventory control system. Slow-moving parts, he says, are the core of real customer service.



## *How these dealers developed a* **Big Parts Business**

**T**HE KEY TO A flourishing farm equipment business is a well-stocked parts department supervised by trained parts men and regulated by an effective inventory control system. That is the well-founded opinion of C. D. Searson, vice president of H. M. Gleason & Co., Inc., farm equipment dealers in Charlottesville, Va., who have seen total business volume rise with the expansion of the parts department.

Sales of parts averaged \$14,000 monthly in 1951, and business to date in 1952 indicates that the company's average monthly sales of parts for the year may top \$15,000.

Searson feels that a parts department, if it is to be considered well-stocked, must contain slow-moving parts as well as those in regular demand. And he places strong emphasis on the importance of effective inventory control.

"An inventory control system takes the guesswork out of buying," he said, pointing out that knowing the current inventory level of each part helps make it possible to avoid those buying errors that lead to under-stocking or over-stocking.

More important, from the company's standpoint, a large parts de-

**A broad inventory containing slow-moving parts as well as those in regular demand enables this business to maintain a monthly parts volume averaging nearly \$15,000**

**By B. Miller**

partment brings in customers from as far as 50 miles away.

"We feel that parts and service have helped more than any other factors in building this business," Searson said. "But it is also our belief that a fast parts turnover and customer service do not necessarily go hand in hand. A large inventory with small turnover frequently is better than a small inventory with large turnover. A big inventory that includes many slow-moving parts is the very core of real customer service."

Today, the company carries a parts inventory of more than \$100,000 and the increase in business volume amply justifies this

heavy investment in parts. In 1941, monthly sales of parts averaged \$1,000; in 1949 this had increased to \$12,000. The parts department staff has increased correspondingly from one employee in 1941 to the present four. The service shop has shown similar growth, from three mechanics in 1941 to 22 mechanics today.

Searson emphasizes that machinery sales volume was increased substantially by the expansion of the parts inventory. Since 1941 sales volume of machinery has increased 16 times.

The inventory control system utilizes six cabinets having sliding panels which contain individual

LOOK! THERE'S AN MM  
IN YOUR HANDS!



## HUSKORS are YOUR Profit Line!

Did you ever cup your hands and notice the M's that form in each palm? That's your profit line! Double M's for Minneapolis-Moline . . . for More Money out of farming!

Here's how thousands of modern farmer-businessmen have put that profit line to work for them. They pick, husk and clean up to 25 acres of corn a day with the MM 2-row Huskor, up to 13 acres a day with the MM 1-row. Smooth-running, easy-pulling MM Huskors are built to get all the corn, to cut work and slash harvest costs.

### ADVANTAGES LIKE THESE MEAN MORE HUSKOR FOR THE MONEY!

- Five position floating snouts guide even down and out-of-line stalks into gathering chains
- Chains deliver stalks uprightly into longer MM Snapping Rolls
- Only lower 18-inches of snapping rolls grooved to prevent shelling in the field
- Spring-tension safety clutch
- Sealed roller and thrust bearings on all principal drives
- Cleaning fan is standard equipment
- Uni-Matic Power available to provide finger tip control of picking height.

We can now use a few additional dealers where we are not now represented. Write!

**MINNEAPOLIS-MOLINE**  
MINNEAPOLIS 1, MINNESOTA



Greater-capacity MM Huskors mean less time in the field for modern farmer-businessmen.



Here's efficient harvesting at its low-cost best. Modern farmers pick, husk and clean up to 25 acres of corn a day with the MM 2-row Huskor.

Coming or going, a man's money ahead when he harvests his crop with an MM Huskor . . . Sells it year after year!



### MORE HUSKING ROLLS


of metal and rubber provide greater capacity, a cleaner crop! Result—better farming profits.

### LONGER PICKING ROLLS


get the high ears and the low ears too. MM Huskors are built to eliminate ears left in the field.




**ANOTHER**...in the current series of aggressive, dynamic advertisements



that is bringing thousands of new customers to Ferguson Dealers... and is helping to make Ferguson the most "wanted" Full Line Farm Equipment Franchise.



Wouldn't you like to ride the crest of this great selling wave? The Franchise in your territory may be available.



For information, contact your nearest Ferguson Distributor or write Harry Ferguson, Inc., Detroit 32, Michigan.

The Franchise with the Future is

**FERGUSON!**

# The world-famous FERGUSON SYSTEM with *Exclusive* **SSC** SUCTION-SIDE CONTROL

will be found only in the  
Far More Powerful  
FERGUSON "30"!

\* If you want the most complete, the most perfect hydraulic control system ever built into a tractor, you'll find it only in the Ferguson "30".

There can be nothing else like it . . . *anywhere* . . . for *only* Ferguson can have a hydraulic system with the vitally important *Suction Side Control*!

You must see this control system *demonstrated* before you can truly believe the remarkable things it can do. For example . . .

Where ordinary hydraulic systems merely raise and lower implements, the Ferguson System, with *Suction Side Control*, raises, lowers and *controls* ground-engaging implements in direct relation to *draft*!

Ask your Ferguson Dealer for a "Showdown" demonstration right on your own farm. He will gladly prove to you the advantages of the famous Ferguson System with Suction Side Control!

## *This Booklet Tells the Story*

Ask your Ferguson Dealer for a copy of "The Inside Story of the Ferguson System with Exclusive Suction Side Control." It tells you things about tractor control that you may never have known before. Harry Ferguson, Inc., Detroit 32, Michigan.



## BIGGER

- ★ in power
- ★ in performance
- ★ in economy



**FERGUSON TRACTOR**  
and 63 Ferguson System Implements



The inventory control system utilizes six cabinets, each with sliding panels which contain individual cards for some 12,000 parts. One employee devotes full time to posting sales, orders, etc.

cards for some 12,000 parts. One employee gives her full time to posting sales, posting stock orders and fill-in orders, calculating current balances of individual parts, checking allowable maximum and minimum of each part and, when necessary, calling attention to those parts whose sales are varying from expected levels.

The manufacturer's number and description of every part sold over the counter is recorded on a sales ticket. Sales tickets are passed to the inventory clerk who spends approximately four hours a day posting sales and deductions on the parts cards.

Filed numerically, these cards record the name of the part, manufacturer's number, machinery it is used on, price, minimum and maximum allowance in inventory, date of sales, quantity and current balance. A part which the manufacturer has replaced with a later modification is designated on the parts card by both the old and new manufacturer's number.

On parts approaching their minimums, a red signal tab is clipped to the card indicating that the part should be re-ordered. Parts that fail to move are called to the attention of the buyer of that department.

Stock orders are posted every two weeks, fill-in orders on arrival of the invoice.

At the parts counter a book is available for jotting down parts called for, but not usually in stock. Two calls from a customer and the part becomes a permanent item in stock.

This inventory control system takes the guesswork out of buying and helps avoid buying errors that lead to under- and over-stocking of merchandise

The company also has set up a card system for machinery. With a separate card for each machine purchased by the company, the parts clerk records a description of the equipment, date received and invoice number, cost price in code, and selling price. When the machine is sold the date of the sale and name of the purchaser are recorded, and the card is then filed in another drawer.

"This detailed data on each machine reveals how long a machine has been in stock," Searson said. "If it is not sold within the current season, special sales effort is made to bring about its sale."

The parts counter at present is staffed by two experienced men

and two men in training. Those in training work under the supervision of Charles Nelson, parts manager. Under present conditions of acute labor shortage, applicants for parts jobs are not required to have special experience. Normally, however, an applicant with field experience in machinery or with shop experience is preferred. Sales meetings, twice monthly from 7 to 9 pm, supplement training on the job.

## Soft Water Booklets Offered by Myers . .

COMPLETE FACTS on soft water and how its use in the home and on the farm can pave the way for better living are illustrated in two new booklets prepared by The F. E. Myers & Bro. Co., 15 So. Orange St., Ashland, Ohio.

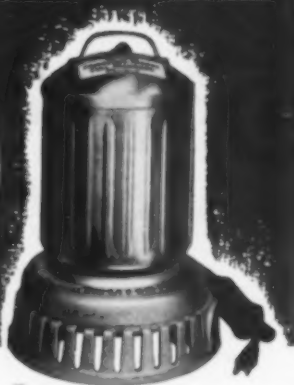
Of interest to city and suburban dwellers is the booklet, "What Everyone Should Know About SOFT WATER," a factual report on the benefits of soft water. This booklet lists the causes of hard water, its disadvantages, and how the use of soft water can save the average family \$100 or more a year.

The booklet, "Soft Water Is Needed On The Farm," shows the farmer and the farm wife how soft water can bring about better production on the farm and better living in the house.



# NEW SALES MAKER!

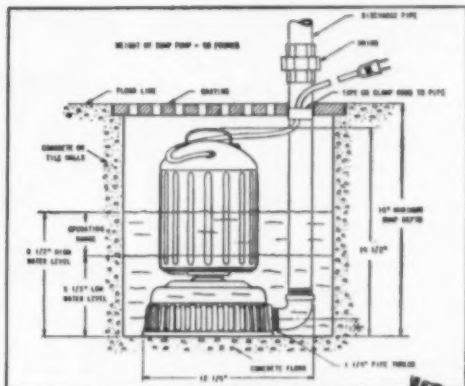
## FAIRBANKS - MORSE SUBMERSIBLE CELLAR DRAINER!



Here is a brand new cellar drainer! The complete unit—motor and pump—operates under water. You'll sell more of this model than any other—for newly built homes, and for replacing old pumps.

The new Fairbanks-Morse cellar drainer can be installed in a sump with a base 16" square and 16" deep. No float adjustment is necessary; operating range is set at the factory. Big screen area in base permits only trash-free water to reach the impeller. Motor and operating switch are enclosed in a water-tight, stainless steel housing, which also serves as a float control. It will discharge as much as 3600 gph. against a head of 10 feet.

Be ready to get more than your share of the sump pump business in your area with this new submersible unit! Check your stock and order today!



## Our dealers are "going to town" with FAIRBANKS-MORSE Submersible Pump!

It will be a shame if you fail to get your share of the deep well business stirred up by our sensational *Submersible Pump*.

This new pump has many selling features including water lubrication of motor and pump, simple installation, minimum use of pipe, and absolutely quiet operation, because both pump and motor are down in the well! Get the facts on a profitable Fairbanks-Morse dealership for water systems, cellar drainers and other fast-selling products. Write Fairbanks, Morse & Co., Chicago 5, Ill.



### FAIRBANKS-MORSE

a name worth remembering when you want the best

PUMPS • HOME WATER SERVICE AND LAUNDRY EQUIPMENT • ENGINES • GENERATING SETS • HAMMER MILLS • MAGNETOS • MOTORS • MOWERS • SCALES



# PACKAGE SALES

*keep their used equipment lot clean*

By C. Thomas

**A**T A TIME when many dealers are finding it difficult to sell used equipment at a profit or even break even on such transactions, Hill County Implement Co., Fredericksburg, Texas, is solving the problem through package sales of used machinery.

In selling trade-ins no one in this company thinks exclusively of tractors. Sales efforts are concentrated on the various tools any farmer will need with a tractor. Then, too, it is the belief of this company that today's buyer of used equipment will be a future customer for new machinery.

Consequently, these dealers attempt to analyze a farmer's needs and then sell him the tractor—and tools—that will give efficient service until the customer is in a position to buy new equipment.

"We do not classify our customers," said W. H. Feller, general



In selling used equipment, company attempts to sell customer additional implements in a package deal. Here, the customer having decided on a tractor, the salesman takes the farmer around the lot for inspection of used implements. Company feels that in a package deal the customer will be more impressed with a fairly substantial reduction in price than by a piece-meal reduction in the price of individual implements

manager. "That is, we do not think of them as belonging to separate groups—new equipment buyers or used equipment customers.

"Any farmer or rancher can be a buyer of used equipment. In most instances the customer buying used equipment is seeking only temporary relief. In the back of his mind is the thought that within the next year or two he will be in a position to buy new equipment. That may materialize within the given time, or it may never happen. Regardless of the future, a customer buying used farm equipment also is thinking of someday owning all new equipment."

According to Feller, there are any number of reasons which prompt a customer to consider used equipment over new equipment. And it may not be an immediate shortage of money. Such a customer could be building up his livestock, marking time while trying to decide on a major crop change-over, or during a given year he

could be investing in new buildings or in a major land improvement program.

"Therefore, with every used equipment prospect," Feller said, "we try to help the customer analyze his needs—with full knowledge that this is to be no more than a temporary means to get the man 'over the hump!'"

Feller points out that usually the customer is interested only in a tractor, believing he can pick up implements later as he needs them.

"But from the first we begin selling the customer his complete needs," Feller said.

The company's average package sale consists of a used tractor, a used plow, a used cultivator, and a used planter. Feller insists that a dealer is more likely to profit by selling used equipment in packages than as individual units. In support of this claim he listed the following figures on a tractor and implements, over four years old and in average condition.



This customer is satisfied. He's bought a good used plow that will tide him over until he is ready to buy new equipment for his farm

# WHY

## is RED BRAND Fence preferred by dealers?

... because they know that the constant demand by farmers for RED BRAND means a steady turnover and profit item for them ... they can depend on it to bring in the money!

In addition ... RED BRAND dealers know that Keystone is continually building their sales potential through ... RADIO BROADCASTS ... 2 and 3 times weekly—STATE and NATIONAL FARM MAGAZINES ... monthly ...

... backed up by the extensive merchandising program of RED BRAND Practical Land Use dealer-aids ... including the "Willing Acres" full-color sound movie and book for helping farmers increase their income, illustrated Broadcaster interview booklets and ads for their local newspapers, farmer-dealer meeting guide and follow-up pieces, posters, product folders and displays ... to help them sell not only RED BRAND fence but all their other products, as well!

## by farmers?

... because they know that RED BRAND is made by Keystone with the *right* copper content to resist rust on the inside ... and Galvannealed on the outside for *extra* protection against rust and corrosion. This *double* rust protection gives them a longer-lasting, more economical fence value ... that's why they keep coming back to RED BRAND dealers for more RED BRAND fence, year in and year out. Then, too, they know ... through the Radio Broadcasts, Farm Magazines and other material ... that the way to get the information on how Practical Land Use can increase their income is to ... see their RED BRAND dealer!



WRITE FOR THE KEYSTONE PRACTICAL LAND USE "PACKAGE" PROMOTION PLAN ... IT TELLS YOU HOW TO INCREASE YOUR SALES THROUGH HELPING FARMERS INCREASE THEIR INCOME

**KEYSTONE STEEL & WIRE COMPANY** Peoria 7, Illinois  
RED BRAND fence • Non-Climable fence • Ornamental fence • Corn-Cribbing • Bale Ties • Nails • Gates • Keystone Poultry Netting

# IT'S HERE...a great in balers

The New  
**NEW IDEA** No. W-5  
**HAY BALER**  
with exclusive "straight through"  
design and load level  
bale delivery

The 1952 production models of the revolutionary NEW IDEA W-5 baler have worked coast to coast, border to border, proving to farmers that the six years of its development was time well spent. Unusual but downright sensible describes this "straight through" baler with its load-level bale delivery and exclusive baling action.

From working parts compactly located close together, to a plunger that is pulled from both sides rather than pushed centrally (the old fashioned way), farmers see typical NEW IDEA common sense and pioneering in a machine that has already proved itself where proof is final—on the farm.

The limited production in 1952 promises big things ahead for the NEW IDEA W-5 baler . . . big things ahead for farmers, big things ahead for dealers, and another of the many reasons why people who know farm equipment say "A NEW IDEA is a good idea."

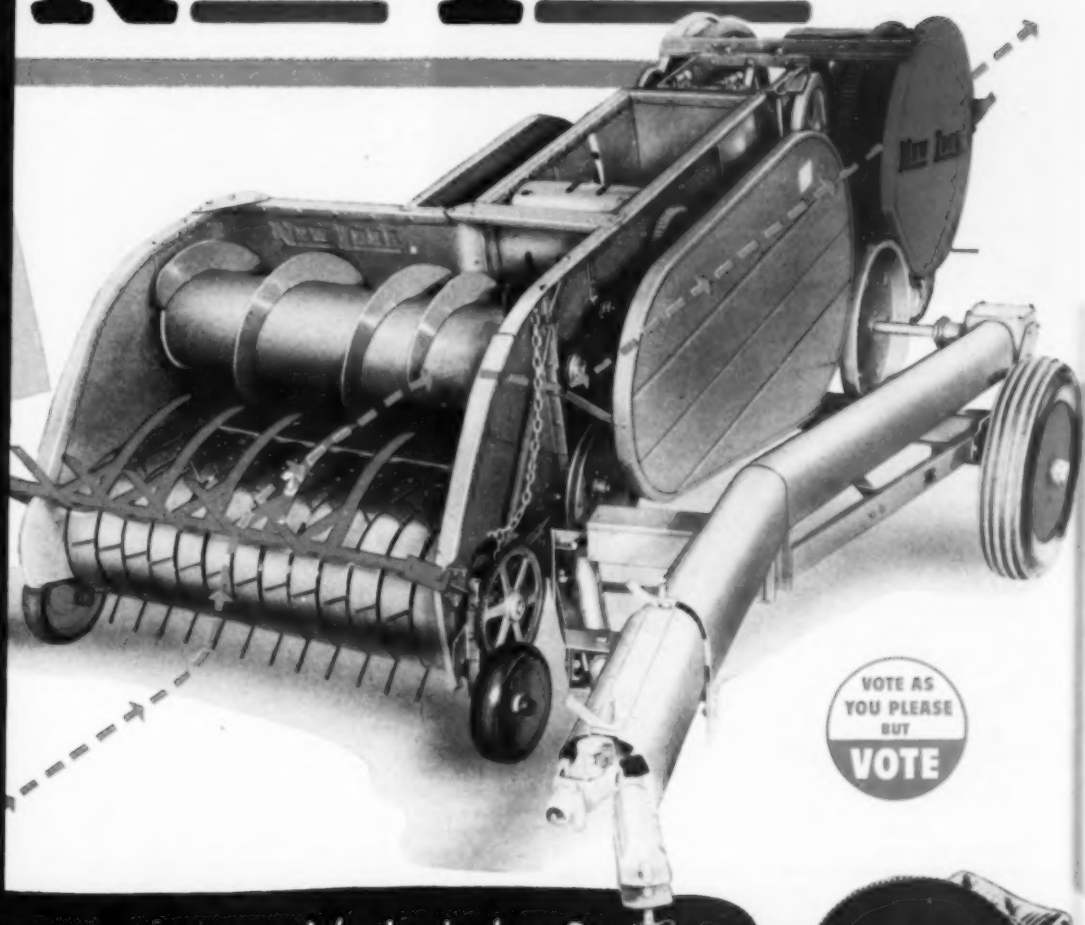
**NEW IDEA**  
FARM EQUIPMENT COMPANY  
SUBSIDIARY **AVCO** MANUFACTURING CORPORATION  
COLDWATER, OHIO

## 6 Years in the

Look at  
these great  
features

● Straight through  
design — simplest  
baling action on  
the market.

# NEW IDEA



making ...it's the baler farmers helped design —

- Either power take-off or engine drive.
- Hay hugged into the bale, not rammed and shattered.
- Gentle top feed and inclined bale chamber.
- Pulled plunger prevents bind or wear.
- Special tying mechanism 2 knots per tie, no loose ends.







Company's blacksmith shop has proved popular with farmers

The used tractor, for example is priced at \$550, the price being based on the following items of costs:

Trade-in allowance	\$450.00
Required labor and parts	75.00
Delivery costs	25.00
	\$550.00

Meanwhile, the cost to the dealer of the implements included in the package is as follows:

Cultivator	
Trade-in allowance	\$100.00
Required labor and parts	12.00
	\$112.00

Plow	
Trade-in allowance	\$150.00
Required labor and parts	20.00
	\$170.00

Planter	
Trade-in allowance	\$90.00
Required parts and labor	10.00
	\$100.00

The dealer's cost, then, of all units in the package deal is as follows:

Tractor	\$550.00
Cultivator	112.00
Plow	170.00
Planter	100.00
	\$932.00

In the operation of many dealers, Feller pointed out, the equipment would be marked up singly about these amounts:

Tractor	\$550.00
Cultivator	135.00
Plow (double disc)	175.00
Planter	125.00
	\$985.00

Provided the dealer sold each

piece singly for this asking price his margin would be \$53.00. However, dealers seldom receive their asking price, being forced to sell at a lower price in order to make the sale. In the case of the equipment listed above, the actual taking prices might be in these approximate amounts:

Tractor	\$500.00
Cultivator	100.00
Plow	160.00
Planter	100.00
	\$860.00

#### Advantages

It is at this point that the advantages of package selling are most prominent. If the pieces of equipment listed above were sold singly and at the "taking price," the total amount of the sales would be \$860.00, \$72.00 less than the dealer's cost.

"When used equipment is sold individually and the price reduced in each instance, the dealer can lose a substantial amount of money almost without realizing it. But package selling eliminates much of this loss.

"For example, as a package deal this equipment would be priced at \$1,125. We would, of course, be prepared to sell for a reduced price. We could lower the price substantially and still at least break even, for we have a margin over cost of \$193.00."

And as Feller emphasized there are other advantages in package selling.

"If we sold each item individually we would have the details of

financing to go through four times rather than just once. Worse, if we were selling equipment not of our line and had, say, a plow left on our hands, we would probably be eager to sell it for almost any price just to clean up our lot."

In preparing used tractors and implements for sale, Feller attempts to hold reconditioning costs to a minimum. This enables him to price used equipment "right."

"Customers know that when they are not going to receive new equipment performance," Feller said. "They want something to tide them over a season or two, until they are in the market for new equipment. It is the cash difference between the used and the new that sells used equipment."

In a highly competitive area, Feller's used equipment lot in late spring was clean, good evidence that his package selling is an effective plan.

#### Barn Equipment Group Elects New Officers . .

WILBUR HIGGINS, JR., secretary of Starline, Inc., Harvard, Illinois, was elected president of Barn Equipment Association, at the eighth annual meeting held at Rockton, Illinois, July 11-12. R. A. Clay, sales manager, Clay Equipment Corp., Cedar Falls, Iowa, was elected vice-president, and S. G. Burritt, Starline, Inc., was re-elected as treasurer.

Members of the new Executive Committee, in addition to Higgins and Clay, are D. D. Miller III, The H. D. Hudson Mfg. Co.; C. A. Hanson, James Mfg. Co.; R. W. Loudon, The Loudon Machinery Co.; C. A. Gutenkunst, Jr., Milwaukee Hay Tool Co.; F. E. Myers II, The F. E. Myers & Bro. Co.; F. W. Miller, Jr., The Ney Manufacturing Co.; and Albert Magness, Standard Equipment, Inc.

Members of the association reported a favorable outlook for sales of sanitary labor-saving steel equipment, but expressed considerable doubt as to their ability to fill the demand in the immediate future, due to steel shortages. Inventories of material are being used up rapidly and unless new supplies are available, it is certain that shipments to dealers and users will be delayed. Increasing desire on the part of producers to sell in whole milk markets is broadening the demand for steel barn equipment which can be kept clean.

# Dealers Everywhere Marvel — NEVER BEFORE...

...SO  
MUCH  
SAW  
for  
SO  
LITTLE  
MONEY

**\$265**

F.O.B. FACTORY  
MODEL 3—16 IN. SIZE  
MOST COMPACT SAW MADE

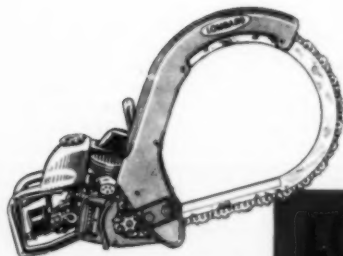
20" SIZE (ILLUSTRATED) \$271.50

**TOPS IN VALUE . . . TOPS IN PERFORMANCE . . .  
TOPS IN PROFITS TO YOU!**

Here's the sensation of the chain saw field . . . the Model 3 Lombard Woodlot Wonder Saw, priced at only \$265.

Dealers everywhere tell us these saws stand up and take it like big farm machinery, yet they are feather-weights in action. That's because of Lombard's fifty year reputation for fine engineering and building quality machinery.

Nationally advertised in Country Gentleman, Saturday Evening Post, and leading State Farm Papers, this saw is creating sensational sales records. If you want a leader, get on the Lombard Band Wagon. Write, wire today!



MODEL 3 BOW SAW \$297.50  
F.O.B. FACTORY

**DEALER OPPORTUNITY IN SOME AREAS**

SOUTHERN FARM EQUIPMENT Section for SEPTEMBER, 1952

## Garrett Succeeds Mussell in A-C Eastern Territory

NELSON L. GARRETT has been appointed eastern territory manager, Tractor Division, Allis-Chalmers Manufacturing Co., according to an announcement by Frank Mussell, vice president and general sales manager. Branch manager at Syracuse, New York, since 1950, Mr. Garrett succeeds Mr. Mussell, who was recently made vice president and general sales manager.

In his new position, he will supervise branches at Atlanta,

Georgia; Charlotte, North Carolina; Columbus and Toledo, Ohio; Harrisburg, Pennsylvania; Indianapolis and La Porte, Indiana; Syracuse, New York; and Toronto, Ontario, Canada.

Mr. Garrett joined Allis-Chalmers at the Des Moines, Iowa branch in 1938, after attending the State University of Iowa and being in sales work in another industry. During the war he was on special assignment.

In 1946 he became a blockman at the La Porte, Indiana, branch. He became agricultural sales man-



N. L. Garrett

ager at the Columbus, Ohio, branch in January, 1947 where he remained until his promotion to branch manager at Syracuse.

## COBEY FARM WAGONS

The Only Complete Wagon Line

### COBEY DEALERS PROFIT BY THIS ONE-SOURCE SUPPLY

These features make more and easier sales:

1. **TILTING WAGON** - Model 35. Two wheels, 7 ft. x 12 ft. platform, 3 tons maximum capacity. Easy to load and unload.
2. **HEAVY-DUTY DUMP WAGON** - Model 31-A. Built-in hydraulic hoist operated from PTO, 150-bu. grain box, 7 ft. x 12 ft. platform, 6-wagons-in-1 convertibility.
3. **UTILITY WAGON BOXES** - 10 ft., 12 ft., 14 ft. Each 100-bu. capacity.
4. **HI-SPEED WAGON GEAR** - Model 11-A. Adjustable in length and width for use with any wagon box.
5. **SELF-UNLOADING WAGON** - With side extensions and bow top for handling chopped forage. PTO-operated 3-chain conveyor.
6. **HI-SPEED WAGONS** - Model 21-A. Quickly changed from Flat Platform to 100-bu. Grain Box, Hay Rack, Stake Rack, or Stock Rack; 3-ton cap., 7 ft. x 14 ft. platform.

Model 21-B, same as 21-A except platform is 8 ft. x 16 ft.

Engineered and Manufactured by  
THE COBEY CORPORATION  
GALION, OHIO

The advertisement features a large, stylized illustration of a Cobey Farm Wagon, a heavy-duty dump wagon, shown in profile. To the left of the wagon, several smaller illustrations show different components and models: a utility wagon box, a hi-speed wagon gear, a self-unloading wagon, and a stock rack. Below the main wagon illustration, there are several small icons representing different types of farm equipment: a silage blower and feed grinder, a pulverizer and mulcher, a harrow and hoe, a hay rack and forage harvester, and a power-driven spreader. The text 'COBEY FARM EQUIPMENT FOR HAULING, TILLING AND HARVESTING' is printed at the bottom of the advertisement.

## Williston C. Rich, M-M Executive, Passes . . .

WILLISTON C. RICH, 70, a director and secretary of the Minneapolis-Moline Co., died July 17.

Mr. Rich was born in Red Wing, Minn., and began his association with the Minneapolis Steel and Machinery Co., one of the predecessor companies of the present



W. C. Rich

Minneapolis-Moline Co., in 1905. He became secretary of the company in 1919 and held that position through the merger of the Minneapolis Steel and Machinery Co., the Moline Plow Co., and the Minneapolis Threshing Machine Co. into the present firm.

Mr. Rich was an alumnus of Shattuck Military Academy in Faribault, Minn., and attended the Massachusetts Institute of Technology. He was a member of the Minneapolis Athletic Club.

**STOCK...**

**DISPLAY...**

**AND SELL**

## **CAMPBELL CHAIN**

**more easily and  
profitably with  
"CAM-PAK"**

Campbell  
"Cam-Pak"  
standard  
package unit  
for Proof Coil  
Chain and  
BBB Coil Chain



### **AVAILABLE IN**

These sizes and quantities, in self-colored and hot galvanized finishes

3/16" — 250 ft.

5/16" — 100 ft.

1/4" — 150 ft.

3/8" — 75 ft.

CAMPBELL CHAIN comes to you in tough fibre-board containers—made to withstand the roughest handling.

No wood to splinter . . . no nails to snag hands or clothing . . . takes less storage room . . . in many cases, saves you cost of re-packing for re-shipment.

Size, Grade and Working Load Limit is printed on label for quick, easy identification.



Campbell  
"Lever-Pak"  
for all grades  
of Campbell  
Chain

These Fibre Drums—capacity 600 lbs.—can be re-used. Lever action metal head is easily replaced after opening.

Chain for every need . . . INDUSTRIAL . . . MARINE . . . FARM . . . AUTOMOTIVE

# **CAMPBELL CHAIN** *Company*

MAIN OFFICE—YORK, PA. • Factories—York, Pa., and West Burlington, Iowa

MAKERS OF FAMOUS CAMPBELL LUG-REINFORCED TIRE CHAINS

SOUTHERN FARM EQUIPMENT Section for SEPTEMBER, 1952

**CAMPBELL  
CHAIN**

## **M-M Offers New Model R Two-Plow Tractor . . . .**

A NEW, MORE powerful 2-plow tractor, the Model R manufactured by Minneapolis-Moline, Minneapolis, Minn., and factory equipped for handling 3-point implements, has been added to the company's line of equipment.

M-M engineers have perfected the hitchor for the R model. This triple-catch linking arrangement makes attaching and detaching of implement a one-man job. The hitchor's simple design permits 3-point hitched implements to be hitched up easily in less than a minute, it was announced.

Improved speed and performance on all jobs is possible with the easy-to-operate hitchor. Triple-point hitching ease with Uni-Matic automatic levelling is available for all semi-mounted tools. The hitchor picks up and locks-in all implements, regardless of the land contour, and does all the heavy work of picking up the implements. From the tractor seat, the operator inserts one pin in the top linkage, and the R tractor is ready to operate.

Hitchor implements can be attached close to the tractor, offering a short unit—an important factor in the easier handling ease that the R provides.

The R tractor has a swinging drawbar for pull-behind or power take-off implements. This is pivoted for contour work and may be pinned rigid for straight-row work. The tractor develops 27.89 h.p. at the drawbar. The heavy-duty engine has been designed to produce 15 percent more power than ever offered on the Model R tractor. Four kinds of power are available: drawbar, hydraulic, Uni-Matic, power take-off, or belt; and the unit is available in four front types: the U with universal tread, the S with standard front wheel tread, the E with adjustable front treads, and the N with single tread for narrow row crop work.

Features include: balanced weight; automotive steering; improved disc-type brakes with increased linkage ratio of 28 to 1; rear wheels adjustable from 52 to 88 inches on types E, U, and S, and up to 96 inches on type N; all controls within reach of the tractor seat; Flote-Ride seat; modern starting and lighting equipment, with six-volt battery; over-center hand-operated clutch; automotive type instrument panel and wobble stick gear shift.

# **AN THE WORLD'S *The NEW***



**Always Sell Tires Built by FIRESTONE,**

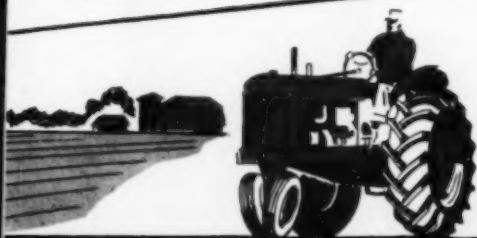


**ANNOUNCING  
GREATEST FARM TIRE VALUE!**

**Firestone**

**GROUND GRIP OPEN CENTER  
TRACTOR TIRE**

**Now Only**  
**74<sup>20</sup>**  
Plus Tax  
SIZE  
10 - 38  
Other Sizes  
Proportionately Low

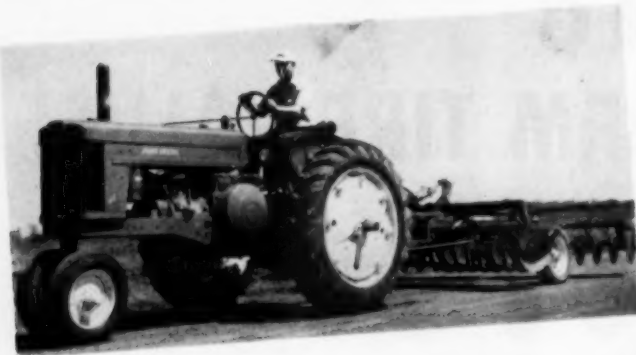


*Here's why your customers get more for their money when they buy this tire . . .*

- Two extra tread plies give extra protection against impact breaks.
- Flared tread openings insure positive flexing and cleaning in all types of soil . . . won't plug at shoulders.
- Double-thick tread base at center bar ends eliminates possibility of bar ends punching through body.
- Tapered bar construction gives a sharp bite at center and maximum penetration at shoulder for greater traction.

You can build bigger sales and profits by showing your customers all the many work-saving, money-saving advantages of this amazing new tractor tire. Ask them to compare before they buy . . . no other tractor tire gives so much for so low a price.

**Originator of the First Practical Pneumatic Tractor Tire**



Left, the new John Deere Model 60 tractor, with a 9-foot KB wheel-carried disk harrow. By direct engine-driven Power-Trol, the operator raises, lowers, and sets the equipment to any depth by use of the convenient Power-Trol lever. Below, the new No. 2100 Integral Tool Carrier with a 3-bottom plow works behind the Model 60 unit

## Deere Introduces Two New Tractors

DEERE & Co., Moline, Illinois recently introduced two new general purpose tractors, Models 50 and 60, at a series of sales meetings held at the company's Tractor Works at Waterloo and at branch houses all over the country. The two new models are successors to the John Deere models B and A.

Model 50 is a heavy-duty, 2-plow tractor, while Model 60 is a heavy-duty, 3-plow unit, successor to Model A. Both units feature new duplex carburetion for greater fuel economy and faster cold-weather starting; live power shaft which operates independently of the transmission clutch and eliminates much shifting and clutching formerly required; high-pressure power trol that operates independently of both the transmission and power shaft to provide hydraulic power without clutching or shifting gears; quick-change wheel tread that makes re-spacing of tractor rear wheels an easy, one-man job; new, effortless steering to eliminate fatigue; safe-guarded construction that includes pressure cooling system with thermostatically controlled radiator shutter, improved crankcase ventilation system, aluminum-alloy main bearings, replaceable connecting rod bearings, heavy cast-front-end support, and larger-diameter rear axles.

Both models 50 and 60 are avail-

able with a wide variety of front-end assemblies and tire equipment. With the 2-piece pedestal, the owner can select Roll-O-Matic or conventional type wheels, single front wheel, adjustable or fixed front axle, all of which are interchangeable. Special long rear axle models also are available. For tall crops, the company recommends Model 60 Hi-Crop—a special tractor with many clearances.

Advantages listed for the new units by the manufacturer include: quick-change wheel tread, practical styling, unexcelled view, rugged construction, accurate speed control, full-view instrument panel, comfortable seat with adjustable back rest, convenient hand clutch, and big-capacity fuel tank (16 gals. for the Model 50, and 20½ gals. for the 60).

Each unit is said to offer outstanding ease of attaching and detaching, plus complete adaptability and adjustability to all crop and field conditions. The No. 2100 integral tool carrier, engineered specifically for the power and capacity of the new models, is of close-coupled design and facilitates attaching and detaching of equipment.

Available for the new models is a complete line of specially designed matched integral equipment, including many new tools. Owners of Models A and B tractors

can adapt many of their present integral tools for use with the new Models 50 and 60.

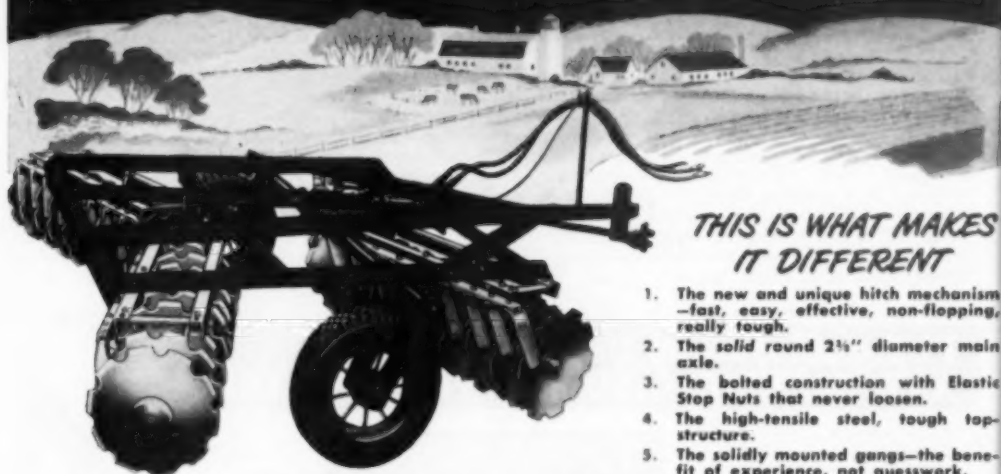
### Armstrong to Manage S. E. Tractor & Equipment

WILLIAM C. ARMSTRONG has been appointed business manager of the Southeast Tractor & Equipment Co. of Nashville, Tennessee. He will concentrate on the development and coordination of the expanding sales program for Ferguson tractors and implements, it was announced.

Mr. Armstrong was affiliated for 15 years with the John Deere Plow Co. in Nashville and St. Louis before joining Southeast.



William C. Armstrong



### THIS IS WHAT MAKES IT DIFFERENT

1. The new and unique hitch mechanism—fast, easy, effective, non-flopping, really tough.
2. The solid round 2½" diameter main axle.
3. The bolted construction with Elastic Stop Nuts that never loosen.
4. The high-tensile steel, tough top-structure.
5. The solidly mounted gangs—the benefit of experience, not guesswork.

## Exclusive Features

- ★ Transports over all kinds of roads at TOP tractor speed . . . reduces disc wear.
- ★ "Indestructo" Bearings with 5-year guarantee.
- ★ Famous "Prismo" Reflector stencilling on rear for maximum highway safety.
- ★ Equipped throughout with the famous top quality Elastic Stop Nuts—they never loosen . . . it's the original all-bolted disc harrow.
- ★ Destroys trash, briars, brush, scrub, corn stalks and haulm in one trip over.
- ★ Desirable and effective soil preparation on all kinds of farming due to deep and controlled penetration.
- ★ The most flexible-rigid frame on the market . . . withstands extreme lurching . . . no distortion . . . no concentration of stress and strain . . . resilient to the Nth degree.
- ★ Comes in widths of 7, 8, 9, 10 and 11 feet.

**FARM TOOLS, INC.**

*Quality Farm Implements since 1862*

**Dealers!** Already in less than a year's time, thousands of farmers in most parts of the country are receiving plus-profit dividends from the Mobil-Disc. It's another example of how Farm Tools, Inc. builds only quality farm implements priced to sell. It's the reason a Farm Tools, Inc. franchise is so valuable. Perhaps you are in one of the few select territories now being opened.

Write Farm Tools, Inc. for name and address of nearest Farm Tools, Inc. Farm Implement and Harvey Line Distributor.



### Farmtee Introduces New Reversible Disc Plow . . .

FARMERS TOOL and Equipment Company, 8541 Amelia Street, Oakland 21, California, announces for immediate distribution, a new design in a mounted-type, two-way reversible disc plow for Ferguson, Ford, and other tractors

equipped with three point hitch system. Designed to eliminate side draft and penetrate hard soils with a minimum of horse power, the Model RA provides large tractor performance for the smaller tractors. Constructed of structural and alloy steels, electric-welded, with stress proof steel disc standards, it is built to meet severe conditions.

Reversing is accomplished by a conveniently located lever, so farmers can save time and fuel by returning in the same furrow without the necessity of driving across head lands at end of field with plow out of ground, and eliminating dead furrows or high ridges from back furrows.

Many special adjustments are provided, such as rear frame depth adjustment, one adjustment to change the angle of both blades, and one adjustment to change the width of cut from 8" to 10".

Standard equipment includes 26" heat-treated disc blades, anti-friction bearings in sealed heavy duty dust-proof hubs, and adjustable top link for Ferguson and Ford tractors. Distribution will be through farm implement distributors.

### Oliver Corporation Sales At Record Level . . . . .

CONSOLIDATED NET sales of \$71,-412,000 for the first half of the fiscal year ended April 30, 1952 have been reported by The Oliver Corporation. This volume is the

## PUT A *Mt. Hawley* UP AGAINST ANY MACHINE—AND SEE WHICH SELLS!

MT. HAWLEY is daily demonstrating that it's the best "All-Purpose" elevator by the severest test—customer preference! Set up alongside others, MT. HAWLEY always sells first.

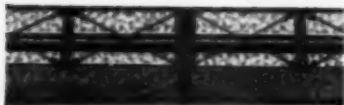
Customers like the radically new performance and construction features—for the MT. HAWLEY was built with the modern farmer in mind.

DON'T BE AFRAID TO SELL 'EM LONG (Available in Lengths from 26' to 66')

MT. HAWLEY is one machine that you can sell long, with confidence, because of stiffer, sturdier, non-sag or twist construction. Up to 66 foot, the New MT. HAWLEY is ideal for filling 40 ft. silos or big cribs and granaries requiring super-long machines.

Don't be fooled by appearance, look for sound structural design. MT. HAWLEY has the strongest, stiffest construction—bar none!

Galvanized Steel Still Available. Present Stocks Adequate Even With Steel Shortage.



STRENGTH WHERE IT'S NEEDED MOST

Strength without dead weight—is the fundamental design advantage of the MT. HAWLEY Model 150. Even without Double X trussing thru points, MT. HAWLEY sections are stouter than others. Upper and lower troughs are tied together with Tee and Angle irons, hydraulically riveted. Unlike others, MT. HAWLEY does not wholly depend on sheet metal for stiffness and rigidity. The unique structural steel frame carries most of the load.

MT. HAWLEY Model 150



*Mt. Hawley* MFG. CO.

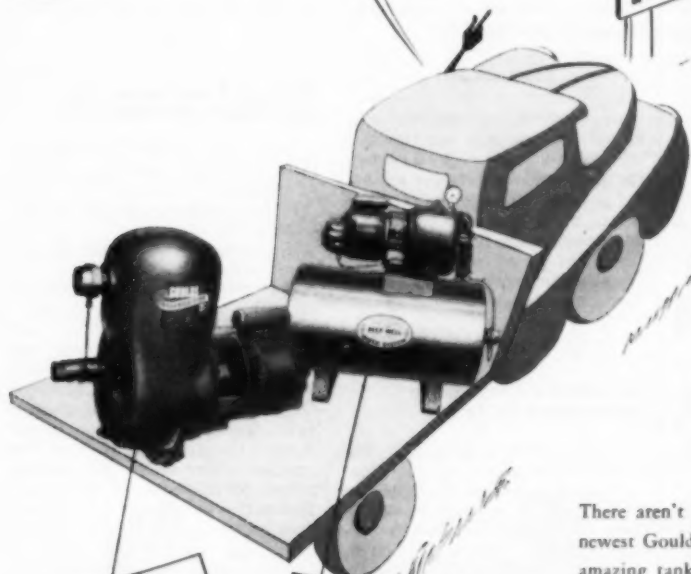
Mt. Hawley Airport

Peoria 4, Illinois

Write Dept. B-1 for literature on the new MT. HAWLEY Model 150—the elevator that's setting the pace for customer satisfaction.

WE'RE GOING PLACES—  
COME ON ALONG

FARMS  
SUBURBAN HOMES  
CAMPS  
GAS STATIONS—CABINS  
DAIRIES  
ETC.



**NEW**  
**Balanced-Flow Jet**  
**for shallow wells**

Needs no tank  
Corrosion-resistant  
Self-adjusting capacity  
Only one moving part  
Priced low for volume and turnover

**NEW**  
**Tank-mounted system**  
**for deep wells**

Completely packaged  
17-gallon tank included  
Self-priming  
Only one moving part  
Corrosion-resistant

There aren't many places where these two newest Goulds water systems *won't* go. The amazing tankless Balanced-Flow unit takes care of most shallow-well installations—the tank-mounted deep-well system gets those spots just beyond shallow-well limits.

They're brand new—with many *exclusive* selling features backed with aggressive, profitable selling and promotional plans. Ask your nearest Goulds distributor about these new units, or write us today!

GOULDS PUMPS INC. • Seneca Falls, N.Y.

**GOULDS** WATER SYSTEMS  
Since 1848  
FOR EVERY FARM AND HOME NEED



# IT'S NEW!

## Hi-Lo Adjuster

FOR HAMMERMILL

## DUST COLLECTOR

Patents Applied For



Makes raising or lowering dust collector quick and easy.

**1** Just Crank Dust Collector To Desired Delivery Height

**2** Blower Pipe Telescopes Automatically

**3** Locking Pin Holds Dust Collector Steady Even In High Winds  
Here's a new product with natural appeal to all hammermill owners. It's simple, easy to put on and after it's on there's nothing to take apart or assemble again. It makes the delivery height of dust collector adjustable approximately 6 ft. from Lo to Hi—eliminates hammermill storage problems and simplifies highway transport.

Complete with telescoping mast, cable winch and blower pipe (replaces original pipe and mast—dust collector not included).

Ask your jobber or write manufacturer.

Another Product of



**OTTAWA WARNER CORPORATION**  
2609 Walnut Kansas City, Mo. Dept. 60

highest for any six-month period in the company's history, and is an increase of \$16,597,000, or 30% over sales for the same period last year.

A. King McCord, president, stated that \$6,036,000, or about 8½% of the total sales volume for the half-year, represented defense production for which Oliver has diversified contracts at a number of its plants. He said that this phase of the company's activity is expected to increase during the balance of the fiscal year. Sales of the company's regular products for the first half, excluding all defense work, are 20% higher than volume of the same products for the six months last year.

### Increased Net

Mr. McCord declared that estimated net earnings for the first six months this year were \$3,596,000 after provision of \$4,687,000 for income and excess profits taxes. This is an increase of about 14% over net earnings for the same period in 1951 of \$3,159,000 after provision for income taxes of \$3,159,000.

### New Olsen Farm Gate Introduces to Trade

A NEW KIND of farm gate that combines free-swinging and "flex-up" action to enable the outer end of the gate to be lifted freely has been introduced by The Refinite Corp., Special Products Division, Omaha, Nebraska.

Designed by John Olsen, an Iowa farmer, the Olsen farm gate contains a single pivot bolt through each joining, so the outer end easily flexes up or down. A light touch lifts the outer end over

snow drifts, manure or other obstructions. Handy for farmers who keep hogs and cattle in the same pasture, the gate can be flexed up at the outer end, so that hogs may pass under easily while cattle are detained in the enclosure. Also, this flexing action enables the farmer to place the gate on sloping ground, it was announced.

Instead of swinging inside the gate post, the entire end of the gate rests against the post, providing additional strength. The "flex-up" action enables the gate to be swung up and over the other end of the post when desired.

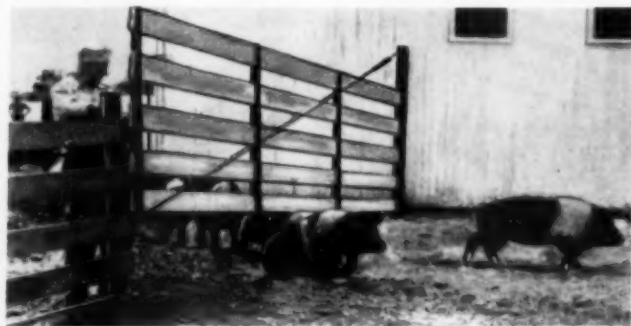
A special gate rod holds the gate at any desired opened position.

### Pricing Provisions for Machinery Resellers

OPS HAS AMENDED its ceiling price regulation covering resellers of machinery and related manufactured goods to clarify certain pricing provisions.

The action is covered by Amendment 10 to CPR 67.

Section 4 is amended to make it clear that a reseller may not use a manufacturer's published list prices if the manufacturer has changed his discounts since June 24, 1950, and has not received OPS approval of such a change, even though during the period April 1 through June 24, 1950, the reseller determined his selling prices on the basis of the manufacturer's published list prices. Previously, in such cases, the reseller was required to apply to OPS for a method of determining ceiling prices. Under these circumstances, today's amendment of Section 4 requires the reseller to determine his ceilings on the basis of the most recent net invoice or delivered cost, plus the applicable



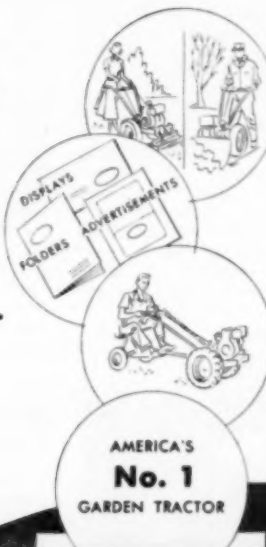


make **EVERY SEASON** a **PROFIT SEASON**

*do it* WITH

**Simplicity**  
REG U.S. PAT. OFF.

It's "open season"  
for profits  
every month  
with **Simplicity**  
**Garden Tractors**  
and implements  
and here's why...



#### **year-round versatility**

Simplicity Garden Tractors — two value-packed models in the most popular horsepower ranges — save user's time and labor every month in the year. And when your customer has tried Simplicity for one job, he'll be back for other versatile implements to speed his work on other tasks.

#### **year-round promotion**

Simplicity Garden Tractors are backed by a reliable, well-established company . . . and supported by the industry's most powerful consistent advertising, with regular merchandising and dealer sales helps to turn prospects into steady customers.

#### **year-round satisfaction**

Simplicity is America's No. 1 Garden Tractor — quality-designed and quality-built for thorough customer satisfaction. Simplicity offers the best *all-round* performance of any garden tractor — the right product with the best support for steady profits!

SIMPLICITY MANUFACTURING COMPANY  
3264 Spring Street, Port Washington, Wisconsin



markup as provided under this section.

Section 4 is further amended to make it clear that in determining commodity cost, the net invoice or delivered cost is the cost of the commodity being priced when purchased from a normal source of supply or a customary source of supply for resellers of the same class of the same or similar commodity. For example, in the case of a retail reseller the normal or customary source of supply would be a wholesaler, distributor or jobber and not another retail reseller.

The invoicing requirements under Section 12 have been amended to provide that the invoice given to purchasers must include the brand or trade name only in the case where the selling price of the commodity exceeds \$10.

The definition of "Net invoice cost" under Section 17 has been amended to make it clear that manufacturers' excise taxes may be included in net invoice cost only if it was the seller's practice to include these taxes as a part of net invoice cost during the period April 1 through June 24, 1950.

## **Farm Machinery Shortage Predicted for 1953 Crops**

A SERIOUS shortage of new farm machinery to plant and harvest the nation's 1953 farm crop was forecast in August by John Ransom, Director of the Agricultural Machinery and Implements Division, National Production Authority, Department of Commerce.

Production of machinery to meet the American farmers' needs for 1953 crops must get underway as early as the third and fourth quarters of 1952, Mr. Ransom said. Inability of manufacturers to place orders for and get delivery on steel already allotted them may mean an industry setback of as much as 30 percent off 1953 requirements.

Predicting that 1952 crops will be 100 percent harvested, Mr. Ransom pointed out that although the rate of production steadily declined, inventories kept a fair por-

tion of the farm machinery industry running during the steel strike.

Most plants that were forced to shut down completely now are starting up at the rate their inventories and steel receipts will permit. However, inventories are seriously depleted and out of balance in critical items. Production will be at a greatly reduced rate until balanced supplies of the needed steel are obtained.

Reports from the industry indicate effect of the steel strike as: steel items formerly easy to get are still in easy supply; items formerly difficult to obtain are now almost impossible. Especially critical are forging-quality steel bars, Mr. Ransom said.

Department of Agriculture surveys indicate production of farm machinery at 16 percent above the 1949 rate if the nation's food and fiber needs are to be met. Production on June 1 was estimated about equal to the 1949 rate.



### **Dearborn Introduces New Peanut Digger-Windrower**

DEARBORN MOTORS CORP., Birmingham, Mich., has added to its line of farm equipment a Peanut Digger and Windrower, designed to lift two rows of peanuts, turn them into a single compact windrow and at the same time invert the nuts toward the sun for quick drying, according to G. D. Andrews, vice president in charge of sales.

Strong construction and a minimum of moving parts are said to insure maximum service from the new digger. Two shares which dig the nuts are followed by two revolving conical drums, turning in the opposite direction from the tractor wheels. These drums engage the peanut vines and carry them over the drums where they are laid in a single windrow. This action removes a considerable amount of dirt from the peanuts.

### **Johnson Celebrates 50 Years with J. I. Case ..**

ON JULY 28, 1952, Theodore Johnson, president of the J. I. Case Co., Racine, Wisconsin, was awarded the Case 50-year diamond pin in honor of his 50 years of service with the firm. Mr. Johnson has been associated with the Case Company since 1902, the first year tractors were sold commercially.



**Theodore Johnson**



Fast repairs can save a farmer's crop—win you future sales!

## "My dealer's on the job right around the clock!"

*"Worry about parts or service? Not me. I figure that's my equipment dealer's job. That's why I like my New Holland dealer, Charles H. Long, in Sweet Valley. He's on the job right around the clock. I know I can call him day or night and my equipment will be back on the job soon after. He makes a point of 24-hour service and I make a point of doing business with him."*

says WILLARD CORNELL  
R. D. #2, HUNLOCK CREEK, PA.

**There's no better way** to build loyal, steady customers than by keeping the quality of your service high. Check yourself against *New Holland's 8-point service standard*. If you don't measure up, chances are that you're losing out on extra profits all along the line.

1. Carry enough parts to service all equipment sold.
2. Keep a well-lighted service shop set up to handle heavy equipment.

3. Assemble, start and deliver all equipment sold. Give owner necessary operating instructions.
4. Send servicemen to schools provided by New Holland to learn the latest servicing methods.
5. Have enough servicemen to service equipment already in use, plus additional equipment sold.
6. Sell only within an area which will allow proper service to customers.
7. Make follow-up calls within an appropriate length of time to be sure the machine is in adjustment and that the customer is using it properly.
8. Run schools for owners covering the fundamentals of service and operation of their equipment.

If you agree that the New Holland standard is an outline for good business, write us to see if there is a dealership available in your territory. You've got a stake in the future when you carry the line that's "First in Grassland Farming." The New Holland Machine Co., a subsidiary of The Sperry Corporation.

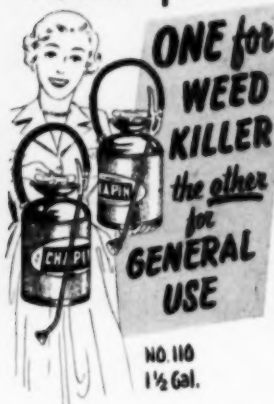


# NEW HOLLAND

"First in Grassland Farming"

NEW HOLLAND, PA. • MINNEAPOLIS • DES MOINES • KANSAS CITY • BRANTFORD, ONTARIO

# SELL TWO as easily as one



This new light-weight sprayer has great volume sales possibilities. Two 1½ Gal. sprayers can be sold for less than the price of the larger, standard 3½ gal. unit. And two can be sold easily: one for weed killing sprays and one for general use. This is the perfect sprayer for the average homeowner and the suburbanite who loves to putter in the garden. It's the lowest priced 1½ gal. unit on the market, yet bears the Chapin mark of high quality in every line. Handy and just the right capacity, it's rust resistant, easily filled, and easily carried. Stock up today. Build your sprayer sales. Sell the advantages of having TWO of these sprayers on hand.



**R. E. CHAPIN**  
MANUFACTURING  
WORKS, Inc.  
100 Chapin St.  
Batavia, N. Y.  
Canadian  
Representative  
**FRANK HACKING**  
(Canada) Ltd.  
44 Yonge Street  
Toronto, Canada



Martin Ronning, center, chief engineer of the farm machinery division of Minneapolis-Moline, shows his Modern Designs Award to Executive Vice-President S. L. Angle, left, and Vice-President and General Sales Manager F. N. Langham

He was the recipient also on his golden anniversary occasion, of a handsome silver tray, a gift of his fellow officers, engraved with their signatures and presented to him at a luncheon in his honor.

### Began As Clerk

Born on a farm in Racine County, Mr. Johnson started with the company as a clerk in the accounting department. His beginning pay was \$40 a month, and his first promotion was to the job of computing and paying dealer commissions.

In 1908 he became an assistant collection manager, and four years later left for his first field assignment at Des Moines. Eight months later he was called back to Racine and assigned to the general sales department. One year later he became private secretary to the company's four officers. In 1915, he was promoted to chief accountant.

Important promotions came in 1918, when he was made one of two assistant treasurers of the firm, and in 1924 he was elected secretary of the company and a member of the board of directors. In 1944 he was promoted to the office of executive vice president, and in 1948 L. R. Clausen became chairman of the board and Mr. Johnson became the sixth president of the J. I. Case Co.

The Farm Equipment Institute gave Mr. Johnson the first of his F. E. I. assignments in 1935. In 1941, he became a member of the executive committee, and in 1948

became chairman of that committee. He was elected president of the Institute in 1949.

In addition to his responsibilities with the Case organization, Mr. Johnson is active in community affairs. His business philosophy, developed out of a half-century of experience, is simple: "Do your your best on the job to which you are assigned, and the future will take care of itself."

### Ronning Receives Award for M-M Uni-Tractor . . .

MARTIN RONNING, chief engineer of the farm machinery division for Minneapolis-Moline Co., has been chosen to receive the Modern Designs Award for excellence in general mechanical design of the company's new Uni-Tractor. The award is presented by the editorial staff of Design News, design engineers.

Mr. Ronning, designer of the Uni-Harvester, of which the Uni-Tractor is the basic carrier unit, conceived the idea for this machine five years ago. During that time several experimental models were built and revised. The first of its kind in the farm machinery field, the unit was introduced to the public in 1951.

The Uni-Harvester is so designed that three separate attachments may be adapted to the basic unit. They are the Uni-Combine, Uni-Huskor, and Uni-Picker-Sheller.



## M-M Appoints MacFarlane Manager in Louisville . . .

WAYNE H. MACFARLANE has been appointed manager of the Minneapolis-Moline Company's Louisville, Ky., manufacturing plant, effective July 25.

Mr. MacFarlane has served as liaison officer between the Louisville plant and the home office in Hopkins since the merger of the B. F. Avery & Sons Company with the Minneapolis-Moline Company in March, 1951.



W. H. MacFarlane

P. H. Noland, vice president and former manager of the Louisville Plant, will devote all of his time to product education and research activities for the company.

## Avco Purchases Horn Facilities at Fort Dodge

AVCO MANUFACTURING Corp. has contracted to purchase the land and buildings occupied by the Horn Brothers Co. at Fort Dodge, Iowa, for development as a central distribution outlet for Avco's line of New Idea and Horn equipment.

The new property will house the largest branch of the New Idea Farm Equipment Co., sales agents for New Idea and Horn products, and will serve a 9-state area in the mid-West and Southwest.

## And 90% Buy!

(Continued from page 110)

canceled if it doesn't perform satisfactorily. He gets many of them to do this, but he doesn't make it a hard and fast rule. No offer of a demonstration is made, however, until he is sure the

farmer thoroughly understands what to expect of the machine and seriously intends to buy one from somebody.

All of Sanders' demonstrations out in the field are private. While many dealers find it advantageous to invite surrounding farmers over to watch the operation of a machine being tested on somebody's farm, he finds a number of drawbacks to this practice. Frequently an invited farmer is already using or is interested in a competing model of the demonstrating machine and persuades the prospect to

look around a little more before buying. Consequently, when Adams puts on a field demonstration there is usually no one present except the salesman and his prospect.

Frequently, however, Sanders closes a sale without making any demonstration of his own. If, on one of his follow-up calls he finds the prospect about ready "to be shown" he invites him to get in his car and drives him over to the farm of some owner who has already bought one of the company's machines. He watches it perform

## First in QUALITY . . . first in UNIFORMITY . . .



Parts to fit

## ALL MAKES of cutter bars

Any power mower loses efficiency rapidly when the cutting mechanism is not in good working order. Prompt, periodic renewal of knives, guards and related parts is necessary for fast, clean cutting . . . and to insure peak operating efficiency under all cutting conditions.

That's why the service-minded dealer keeps a balanced stock of **HERSCHEL PARTS** at all times. Field-tested, they're guaranteed to fit accurately the applications for which they are intended. Dependable **HERSCHEL PARTS** are made by specialists in the manufacture of farm cutting edges for 65 years.

● AVAILABLE ON REQUEST: Copies of Herschel Catalog No. 87 and the Herschel Wall Chart showing parts to fit all makes of power mowers.

## R. HERSCHEL MFG. CO., Inc., Peoria 8, Ill.

Pioneer makers of cutting parts to fit mowers and combines.

Branches at: Minneapolis, Minn.; Omaha, Neb.; Auburn, N. Y.; Harrisburg, Pa.; Toledo, Ohio

DISTRIBUTORS:

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

**HERSCHEL PARTS**

# HUME

## Specialized FARM EQUIPMENT

The Hume trademark means proven designs, proven quality, proven solability — a specialized line with big volume, big profit potential.



### HUME

#### PICK-UP REELS

Picks up down-tangled crops of small grain and soybeans. Fit all combines.



### HYDRO RIGID DISK FRAME

Makes your present disk a rigid, hydraulic disk — also acts as disk transport.



### PERFO CROP GUARD

Allows for high-speed cultivation of small plants without damage from lumps, smothering.



### HUME GREEN CROP HARVESTERS

Tractor-Rower (left) cuts and windrows in one operation. Windrow Loader loads at high speed. The perfect green crop harvesting team.

Also MANUFACTURERS of Cut-Lode Harvesters, Lifter Guards, Floating Cutter Bars. Write for details on the Hume line and dealership.

**H. D. HUME COMPANY**  
Mendota 26, Illinois

under the operation of a satisfied used who is ready to testify as to its merits.

By this method Adams believes he sells more combines than anyone else in the county and sells more tractors than combines. This year he is building volume on forage harvesters.

### Farm Party

Just before harvesting time each year Adams gives a big party for all the users of his line of equipment and a few others who are prospects. The invitations are confined strictly to this group and the program arranged accordingly. While new implements are attractively displayed, no one is asked to buy. It is strictly a friendly fellowship and an educational affair with the purpose of making everyone enjoy himself.

The educational feature is a film and lecture given by a factory representative and designed to give helpful information about the care and use of the harvesting machines which those present already own and will soon use in the approaching harvest.

While this pre-harvest barbecue is more or less a select affair for customers who will profit by it most, another big annual party is given for everybody who wants to come.

Adams believes this all-inclusive social pays off in that attention is drawn to the Franklin Farm Equipment Co. That kind of favorable publicity never hurts anyone, he says.

While Franklin Farm Equipment Company is managed by W. C. Adams, it is owned by George P. Bullard, who also owns an implement business in Nashville.

### Don't Sell 'Em Cold

(Continued from page 112)

would rather have a new car, a TV set, or perhaps have the home remodeled. It is all too easy for a dealer making a cold call to blunder into the midst of one of these family disagreements. And, when this happens, you have got the woman folk against you from the beginning. Often they can put up so much opposition, farmers won't think of pressing the issue. All the tractor salesman has gained in such instances is the ill-will of the farm wife."

Still Northington must find

## 1/3 H.P. Airmaster PORTABLE COMPRESSOR



Model No. C-13

### The Most for Your Money

Single cylinder air cooled compressor 2.8 CFM displacement • Heavy gauge steel tank • All new materials—no war surplus parts • Complete with automatic pressure switch • 10 ft. cord • 25 ft. hose with air chuck • Only standard motors used—guaranteed 1 yr. • Semipneumatic tired ball-bearing wheels • Also available in sizes from 2.8 CFM to 8 CFM in single and twin cylinder models. Electric or gas engine driven • Ideal for general farm use, pressure greasing, spray painting, etc.

Write for General Catalog

**DECKER  
MANUFACTURING CO.**  
ROCKFORD, ILLINOIS

leads, and he has discovered a highly effective method. He regularly visits all the country stores and small service stations in his territory.

### Sales Approach

"I am so well known around here," Northington said, "that when I walk in, I usually get a good-natured jab about being out looking for someone to unload a new tractor on. I talk with the owner while waiting for a neighbor to drop in for a little kerosene, tobacco, or some gasoline. We get to talking, and if this farmer knows of a neighbor who mentioned interest in a new tractor I usually get that information."

Seemingly, it would be simple for Northington to dash immediately to the prospect's farm, close the sale and continue with his visiting routine.

"But the lead may be no good," Northington said. "I may know the farmer. He may be one of those fellows who is of the opinion that there is only one make of tractor, and he is driving it. Too, there may be the question of whether or not that particular farmer is in a po-

sition to buy a tractor. 'I can learn of his financial situation by consulting my banker.'

According to Northington, there is no better way to lose good will than to sell a farmer something he cannot afford nor get financed. And then there are those farmers who will not change to another make of tractor for any reason.

"There are a number of farmers," Northington continued, "who have a closed mind. For them, there is only one make of car—all others being inferior. This holds true with tractors. When this type change to another make, it isn't because of any sales talk. Usually they have observed a neighbor's equipment in operation and sell themselves."

From these visits Northington learns important facts that have a direct bearing on the sales he will try to make. In a small community, it would seem that news of this type would be everybody's information. But it doesn't work out that way. Often Northington has a deal closed before a competitor knows one is in the making.

"Of course," said Northington, "a few prospects drop in for information prior to buying. But usually these sales will not materialize immediately. Most of the farmers who make this a practice only want manufacturer's literature to mull over and dream over. This is true because more than 50 percent of the farmers buying a new tractor have their mind made up on the make they want."

This explains why Northington does not always drop everything to follow up a lead obtained at one of his sources of information. According to him, there are some dealers who refuse to acknowledge facts. They will not admit that there are certain farmers in their territory who would not have their make tractor as a gift. While they do not openly admit it, they refrain from trying to sell such a farmer—they give a salesman the lead. Too many of such leads discourage the salesman, and he looks for another job.

"Finding the prospect for what you have to sell," Northington concluded, "is the secret of success in this business. And it takes friends to weed out the likely prospects for the dealer. He cannot get another fast enough himself to do the entire job. When you have plenty of leads in hand you do not work under pressure. You can well afford to sell in a relaxed manner. And that is what closes the deals for me."



## FINE EDGE TOOLS SINCE 1886

COUNCIL Bush Hooks are made of finest quality high carbon tool steel, reinforced on each side by soft steel extension from the eye. The hook is forge-welded, hammered to shape, ground to cutting edge and tempered in automatically controlled electric furnaces.

Write for descriptive catalog on Bush Hooks, Bank Blades, Weed Cutters and allied items.

Distribution through Jobbers

**THE COUNCIL TOOL COMPANY, INC.**  
WANANISH, NORTH CAROLINA

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"THE DEPENDABLE PROFIT LINE SINCE 1886"  
TO SHOW THEM IS TO SELL THEM

### A COMPLETE LINE

of hand, continuous, compressed air, knapsack, bucket, wheeled, and barrel sprayers. Also hand and pump sprayers. We are the originators of sprayers and our products are of outstanding quality in engineering, modern design and performance.



### FLAME GUN SPRAYER

**HUNDREDS OF USES**  
2000 degrees controlled heat. Destroys weeds, brush, rubbish. For burning safety strips and fire lanes. 4 gal. tank. 7 ft. all proof hose. Light. Compact. Portable. Burns kerosene or range oil.

### Streamlined BLIZZARD

#### COPPER CONTINUOUS SPRAYER

The World's Most Beautiful Sprayer



Made in 2 sizes: Pint, Quart  
World's finest continuous sprayer. Large, glistening solid copper tank. Pump barrel is highly polished brass seamless. Appealing, modern design. Sprays any liquid. Pint, Quart 129 cent. Strongest construction. Extreme's popular. A fast seller.

### E-Z 5 GAL. KNAPSACK SPRAYER

Finest knapsack sprayer made. Pump lever develops high pressure easily while spraying. 5 gal. zinc-grip steel or copper tank. Tank is air conditioned preventing dampness roasting the tank. Adjustable brass nozzle. (Recommended by Extension Services.)

### SPEEDX GARDEN & TREE SPRAYER

Solid brass. Large adjustable nozzle for spraying trees, shrubbery, flowers, weed killing, etc. Sturdily built. Low priced. In big demand.



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"ORIGINATORS OF SPRAYERS SINCE 1886"

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**because my customers want  
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JETMASTER**—Only  
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needed. Easily installed  
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efficient.



**DEEP-WELL JET-  
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in operation—only one  
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WATER SUPPLY EQUIPMENT

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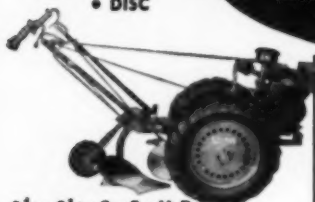
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## SHAW "DU-ALL" GARDEN and SMALL FARM TRACTORS

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WALKING TRACTORS**

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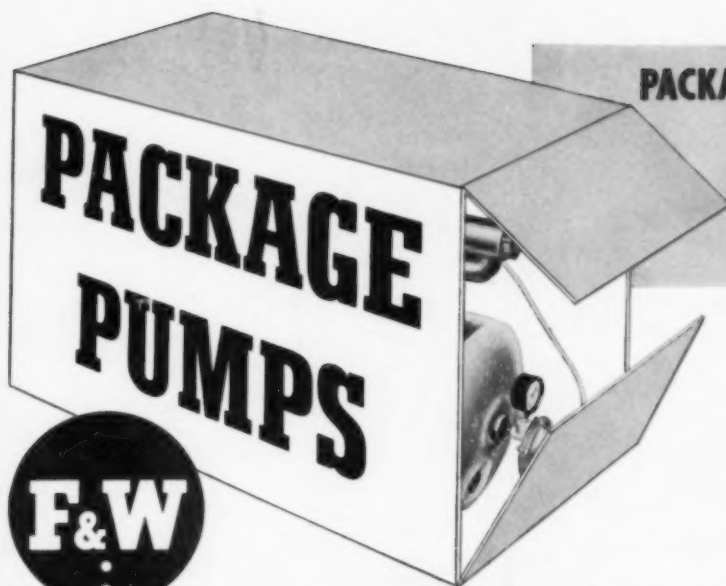
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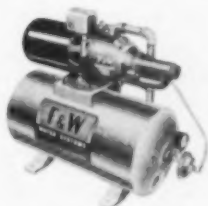
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 919 Oak Street, Kendallville, Indiana



**VARIJET**

The VARIJET Shallow Well delivers 40-70% more water, yet reduces motor load and current consumption.



**MULTI-PURPOSE**

The F & W Multi-Purpose converts from shallow to deep well by moving jet off pump down into well.



**SHALLOW-WELL PISTON**

Where a shallow well piston type pump is desired, this Model is an economical workhorse, available with either 1/4 or 1/2 HP Motor.



**SHALLOW-WELL JET**

The "Mighty Peanut" is an economical shallow well jet equal in capacity to any comparable type, yet priced to meet volume competition.

**F&W means Flowing Water by Flint & Walling**

# Power TO CHANGE THE PATTERN

"If we farmed today as we did only ten years ago, we'd go broke in a hurry," says a successful power farmer.

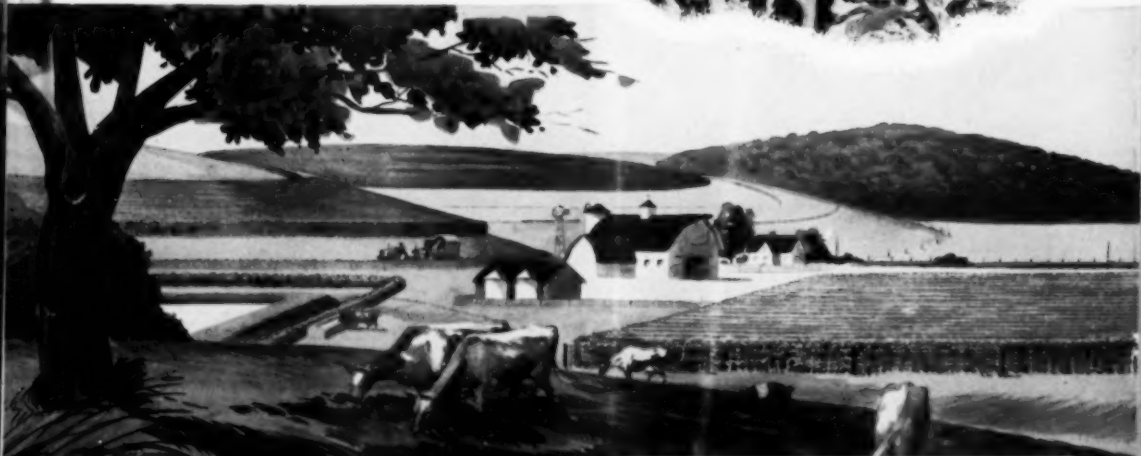
There's a new pattern for farm profits — new ways in tillage, new crops, new practices to save soil. But it takes *new power* to put the pattern into use.

Yesterday's grain binder . . . corn binder . . . and hay loader take too much expensive labor and important time. Likewise, yesterday's tractor power demands too much fighting with hand levers . . . too much time to mount tools . . . and to move wheels in or out to fit each job.

Tractors such as the Allis-Chalmers Model CA with two-bottom plow and the Model WD with three-bottom plow have the new work power to make new practices pay. But farmers — even with money in the bank — change only as fast as they are *sold* on the idea.

Allis-Chalmers dealers have the *power* to change the farming pattern. Their future — and that of the communities they serve — depends on how well they put that power to work.

Tune in . . . The National Farm and Home Hour . . . NBC . . . Every Saturday



**ALLIS-CHALMERS**  
TRACTOR DIVISION • MILWAUKEE 1, U. S. A.



## THE ORIGINAL WORLD'S STANDARD GLASS CUTTER



Every glass cutter in Red Devil's complete line is equipped with the exclusive Chapmanized wheel... and Red Devil's process of pressing the edge and grinding and honing results in a uniformly smooth wheel requiring no breaking in and assuring keener, lighter cuts.



All Red Devil Glass Cutters have these Quality Features: Red Devil's easy finger rest handle; long reach head; oversize glass-hard bearing; pregreased; Chapmanized.

SEE YOUR JOBBER

**No. 024\***—Universal—For Sheet and General Glass Cutting. Most popular and largest selling glass cutter ever manufactured.

**No. 023\***—Wherever Tapping is Advisable. The original world's standard ball knob glass cutter.

**No. 031**—For Cutting Plate, Heavy, Laminated and Polished Glass. Developed in co-operation with the largest plate glass plant in the world.

**No. 032**—For the same specialized service as 031, with ball handle.

**No. 888**—Single Wheel Refill Cutter—Glass Factory Standard.

**No. 7\***—Standard Glaziers' Wood Handle Model. Six wheel turret head, quick change with the turn of a screw.

**No. 45\***—Magazine Refill Wheel Glass Cutter—For general glass cutting and tapping. Six extra wheels are carried in magazine handle.

**No. 06**—Special Glass Cutter For Extra Hard Glass. Specially developed for vitrolite, carrara, stippolyte, opalescent and all extra hard glass.

**No. 06**—Special Small Wheel. For pattern cutting and art glass work.

\*Meets Federal and all service specifications

# Red Devil Tools

Irvington 11, New Jersey, U.S.A.

7826



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Master  
Sales Builder!*

# Master Bike Locks

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*Gift Tip!*

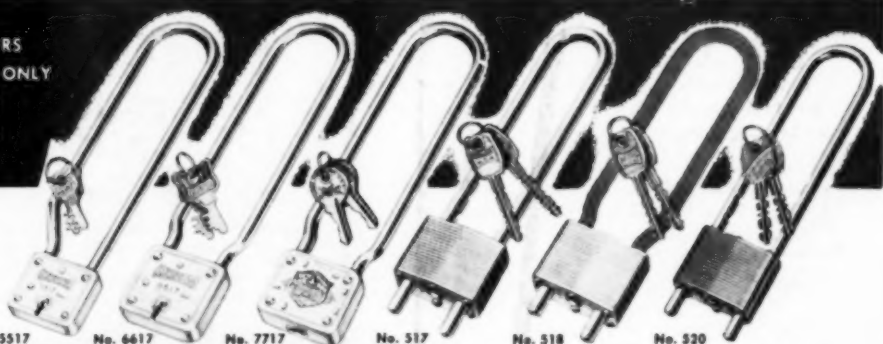


Again — with this packaging "first" — Master gives the independent hardware trade a new selling tool. Gift packaging of the No. 1517 Combination Bike Lock means more sales . . . more profits for you. Keep a carton on your counter or near your cash register for big repeat business. Order now, from your jobber!



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